

evidence

4
Winter 2007

evidence is the quarterly publication from **sam** highlighting the impact of projects, research and commissions we undertake on behalf of the arts and cultural sector; and how this is helping to build business, audiences and growth.



BUILDING BUSINESS FOR ARTS & CULTURE

sam is about creativity and culture

With over ten years' experience of developing business across the creative, cultural and heritage sectors, sam has worked with leading regional and national cultural organisations including a range of innovative and ground breaking producers.

We know how to respond to our clients' needs on key issues from economic and cultural impact studies to tailor-made targeted marketing campaigns. sam has developed a portfolio of compelling market intelligence and robust evidence about creative and cultural practices and is now a leading architect in 'building the case' for the sector.

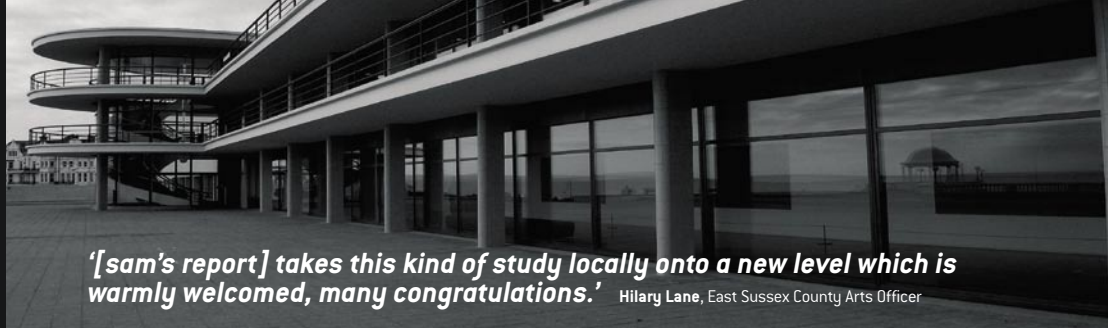
Our approach is driven by 'going the extra mile', by communicating in an accessible way, by listening to clients' needs and by using our substantial sector knowledge to provide specialist advice, guidance and intelligence for their benefit.

With an eye on the bigger picture at international, national and regional level, sam sees potential and works to bring people together in collaborative ways to deliver best practice, forge new concepts and achieve a more powerful impact.

Continually pushing the boundaries, delivering high quality research, often using new techniques, all of which means that sam is at the forefront of current policy developments. sam is in demand throughout the industry for our wide ranging project management, high impact consultancy and creative marketing.

evidence gives a flavour of the diverse projects and commissions we undertake, highlighting our core knowledge and key areas of expertise.

evidence



'[sam's report] takes this kind of study locally onto a new level which is warmly welcomed, many congratulations.' Hilary Lane, East Sussex County Arts Officer

Photo: Marta Gutowska

De La Warr Pavilion

The Art of Business

Earlier this year, sam was commissioned by the **De La Warr Pavilion** in Bexhill to undertake research into the Pavilion's economic impact in the South East. sam was pleased to work with the **University of Brighton** to be able to highlight the importance of DLWP as a key economic driver within the region and a cultural leader in contemporary arts.

The study found that DLWP generated £16m for the South East and over £3.5m in press and media coverage. The research also highlighted that DLWP welcomed over half a million visitors to Bexhill during the past twelve months, emphasising its key role for tourism within East Sussex.

As part of the study, sam sampled over 1,000 DLWP visitors to establish their economic contribution and gathered information on a range of factors including their spend on retail, travel, accommodation and leisure activity.

Along with economic factors, sam used its expertise as an established cultural development agency to outline DLWP's participation in the cultural ecology of the South East. This combined approach enabled key stakeholders to better understand the overall involvement of DLWP, paving the way for future investment in this important cultural institution.

sam was pleased to be present at the public launch of the report in September. Stewart Drew, Head of Development at DLWP, commented: *"sam has enabled us to provide evidence that confirms the DLWP is a major regional economic driving force and cultural leader. We're really pleased with the outcome and are looking forward to using this research to develop the Pavilion's contribution over the coming years."*

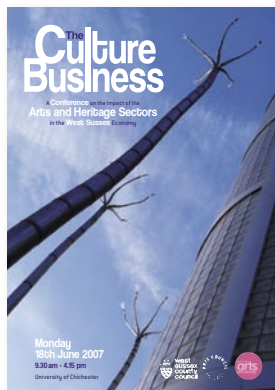
Further information is available from Shaun.Romain@sam-culture.com

What's Culture Worth in West Sussex?

A frequently asked question - and one which sam can now answer.

Arts and heritage generates over £200m into the local economy and accounts for over 10,000 jobs.

From 2002 to the end of 2006, sam undertook seven district-level studies measuring economic and cultural activity across the county. This work included responses from over 2,500 businesses and individuals and was the first county-wide evaluation of its type to use such a large and robust range of contributors.



A top-level study entitled **Culture and the Economy of West Sussex**, produced in collaboration with **Dr Tom Fleming** (DCMS advisor), was presented at **The Culture Business**, conference hosted by the **University of Chichester**. The report offers understanding on the dynamics and profiles of culture in West Sussex, identifying opportunities for partnership and support and establishing how creative collaboration can maximise the social and economic value of culture across the county.

The research and conference were commissioned by **Lorna Brown**, Head of Arts and Cultural Strategy at West Sussex County Council, on behalf of the West Sussex Arts Partnership. Further information is available from Pam.Jarvis@sam-culture.com

"Thank you very much for organising and supporting The Write Stuff Project. My daughter was thoroughly engaged, stimulated and positively challenged at each stage of the project. Having her story published has been a real thrill; she would love to have more opportunities to develop her creative writing with the quality of support and encouragement she experienced ... I hope to hear that there will be more exciting projects in the near future!" Parent of participant

The Write Stuff

sam has recently just reached the finale of this ambitious project, *The Write Stuff* (www.write-stuff.org), which culminated in an exciting anthology of work created by young people. **The Write Stuff: An Anthology of Young People's Writing** was officially launched by the **Asham Trust** at a celebratory event held at the University of Brighton earlier this year. All the young people included in the anthology were invited to attend, along with their family and friends, to meet the project mentors **Anne Cassidy, Mal Peet** and **Nicky Singer**.

In Touch With Art ?

An International Conference on Art, Museums and Visual Impairment

Art can open up rich and rewarding new learning experiences for visually impaired people. We need to find ways to communicate this, whilst ensuring our galleries and museums are welcoming and stimulating places for people who may not view themselves as visitors or participants.

In Touch With Art is the first collaboration between the **V&A, Goldsmiths University and St Dunstan's**, the independent charity for blind ex-service men and women. The two day conference features an international array of practitioners and artists from major organisations including **The Louvre, Metropolitan Museum of Art**, New York, **TATE, University of Fine Art Berlin**, and the **V&A**. Delegates will learn practical skills and methods to engage with visual art, be they visually impaired or working with visually impaired people.

sam has worked closely with all of the organisations to programme, organise and recruit for this event in order to demystify what visual impairment means and motivate and inspire you to think about different learning styles and ways of seeing.

In Touch With Art takes place on Wednesday 28th November and Thursday 29th November 2007 at the V&A, London.

For information on the conferences that **sam** organise contact: Helen.Charlton@sam-culture.com



Photo: Graham Skingley

Hastings & Bexhill: A Creative Future?

A strong cultural focus in a locality makes a key contribution to the quality of life, making it a desirable place to live, work, play, visit and do business.

Hastings & Bexhill are in the process of creating a cultural vision and plan, exploring issues of how to manage their cultural assets, join up the thinking about culture across plans and policies for the towns, and create a shared vision of how to develop the cultural economy and ecology of the area.

sam, working initially with Colin Mercer, and now with Dr Tom Fleming, have undertaken a cultural analysis of the area, to draw out the main opportunities and challenges. A new report, **Hastings & Bexhill: Towards a Creative Economy** is now in consultative draft.

The report is available from **Monica Adams-Acton**, Head of Regeneration at Hastings Borough Council.

Seaside Heritage: Colourful Past, Bright Future

A National Conference for English Heritage

The seaside holiday and resort represent a distinctive facet of England's heritage. So how can their historic character play a key role in their own regeneration and renaissance?

The **Seaside Heritage** conference engenders more understanding and appreciation of the history and architectural heritage of seaside towns, exploring how their historic assets contribute to the economy, quality of life and regeneration.

English Heritage commissioned **sam** to produce **Seaside Heritage**, a two-day conference in the historic seaside building of St Mary in the Castle in Hastings, during October 2007.



150 delegates, passionate about the management, regeneration, promotion and conservation of seaside towns participated in debate and presentations from our leading professionals in heritage including representatives from **VisitBritain, British Urban Regeneration Association, Arts Council England**, and academics from the **University of Wales, Universita di Bologna**, and the **University of Sussex**.

For more information contact Helen.Charlton@sam-culture.com

Cultural Sussex & Normandy

Cultural Sussex & Normandy is a successful project Led by **Tourism South East**, in partnership with **Comité Régional de Tourisme de Normandie**, with much of the project being delivered by **sam**.

The project is funded by the **EU**, through the **Intereg** programme, **Tourism South East** and **Sussex Tourism Partnership** which altogether draws £272k of new money in to the cultural sector.

Following on from and expanding the two year '**Gardens of Normandy and Sussex**' project managed by **sam**, the new project includes other events, heritage and cultural attractions in Sussex alongside the gardens.

The project has two aims: to jointly promote the two counties, and to share knowledge and best practice.

Project activities include the creation of a new trilingual website, a new Cultural Sussex brochure and stands at **Courson Garden Show**, France, the **Beervelde Garden Show**, Belgium, and the **Chelsea Flower Show** here in England, where we won an award for the quality of our presentation.



Recently, a very successful **Guardian** supplement featured **Brighton Festival** (appearing on the festival's opening day) and **Chichester Festival Theatre**, together with images and information on other cultural attractions in Sussex including **Cass Sculpture Park, Parham House, Petworth House, De La Warr Pavilion and The Royal Pavilion, Brighton**. Next steps for this project include a study tour of Sussex attraction owners to Normandy and a reciprocal tour from Normandy attraction owners to Sussex.

Where have all the chiefs gone?

In a time when the cultural sector has arguably had greater opportunities than ever before, why is the sector as a whole failing to demonstrate its value to politicians, planners and stakeholders?

sam has recently reviewed over 100 plans and strategies. There are a lot of fine words and good intentions about culture, but that is where it tends to end. Rarely is culture integrated into spatial planning, economic policy or regeneration programmes in a meaningful way.

It is time for our cultural leaders to come to the fore; to make informed, robust and intelligent argument about the worth of cultural activity. Not just in terms of its economic value, but also in terms of the positive contribution it can make to the well being of our society.



BUILDING BUSINESS
FOR ARTS & CULTURE

11b Dyke Road Mews,
74 Dyke Road,
Brighton BN1 3JD

t 01273 882112

f 01273 297846

e info@sam-culture.com

www.sam-culture.com

Work in Progress

On the case...

- An impact study of arts festivals across the UK commissioned by the **British Arts Festivals Association** (BAFA). sam researched and approached over 600 arts festivals, amassing the largest database of arts festivals in the UK.
- **South East Schools Database Project.** For the third year, sam was awarded the commission to continue to assess school use of museum services, enabling museums to confidently provide a more comprehensive and inclusive service.
- **Marketing:**
 - Over the last four years, we have firmly established **Brighton Art Fair's** presence on the South East cultural calendar and are working with them once again provide strategic marketing activity.
www.brightonartfair.co.uk
 - After a hugely successful debut in 2006 – with over 5,000 visitors in just three days – sam are marketing the **Brighton Craft Fair** again this year.
www.brightoncraftfair.co.uk
 - **Brighton Festival of World Sacred Music** returned for a fourth year. sam provide marketing support for a wide range of multi-cultural performers, building a strong local presence for this unique event.
www.worldsacredmusic.org.uk
 - sam are currently working alongside **The Royal Pavilion, Brighton** team to deliver a strategic marketing campaign for expanding their visitor market.
www.royalpavilion.org.uk
 - sam have been working with newly established clients **Parham House and Gardens** devising and planning a schedule of activities for their 2008 season.
www.parhaminsussex.co.uk
 - sam have been raising overall awareness of **Chichester University's** autumn season, with focused and targeted marketing of specific events.
www.chiuni.ac.uk/services/events/events.cfm

(re: Cultural Ecology)

Economics says: compete. Only by pitting yourself against a worthy opponent will you perform efficiently. The reward for successful competition will be growth. The Earth says: compete, yes, but keep your competition in bounds. Don't annihilate. Take only what you need. Leave your competitor enough to live. Wherever possible, don't compete, cooperate. Pollinate each other, create shelter for each other, build firm structures that lift smaller species into the light. Pass around the nutrients, share the territory. Some kinds of excellence rise out of competition; other kinds rise out of cooperation. You're not in a war, you're in a community.

Donella Meadows, From 'Economic Wars Clash with planets'

Cover image by Linda Hirst, Broken
Voices, part of the Triple Echo
exhibition at the De La Warr Pavilion

