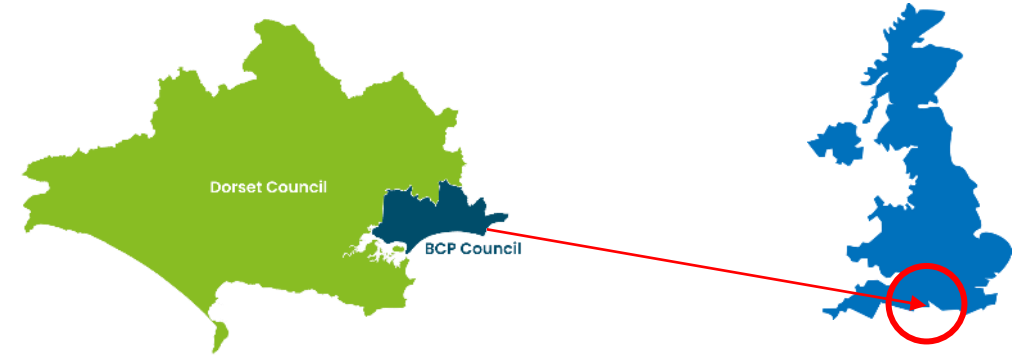


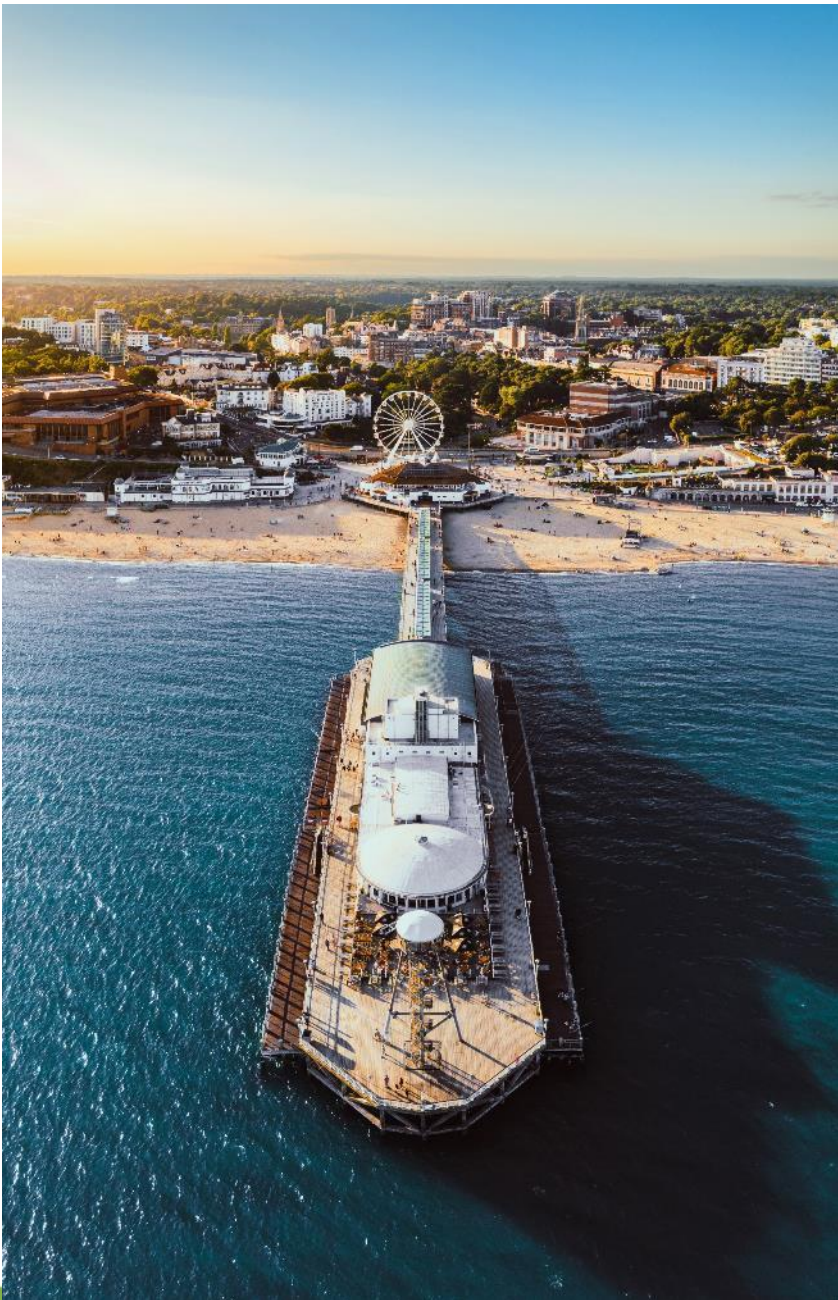
Culture & Placemaking Bournemouth, Christchurch and Poole

Andrew Emery – Strategic Development Manager
Andrea Francis – Cultural Development Manager

Introducing Bournemouth, Christchurch & Poole

- Population growth driven by net migration
- An ageing population
- Higher than average health and wellbeing
- Increasing diversity with over 80 languages spoken
- Wages below the national average
- House prices higher than national average





UK Vitality Index 2022

(health of UK's largest towns and cities outside of London):

4th place - Bournemouth

5th place - Poole

“I feel lucky to live in the UK's best location, surrounded by everything you need and want; beach, un-spoilt nature, and the best climate.”

Town centre perceptions

“I wouldn’t go to Bournemouth town centre anymore – I don’t feel safe. It doesn’t feel made for me, it’s rammed full of students.”

Bournemouth Female, With Kids



“Kingland Crescent is awesome, it brings a new vibe and community to Poole which we were lacking. Everyone feels connected to the scheme in the area & wants to support the businesses.”

Poole Female, With Kids >>>

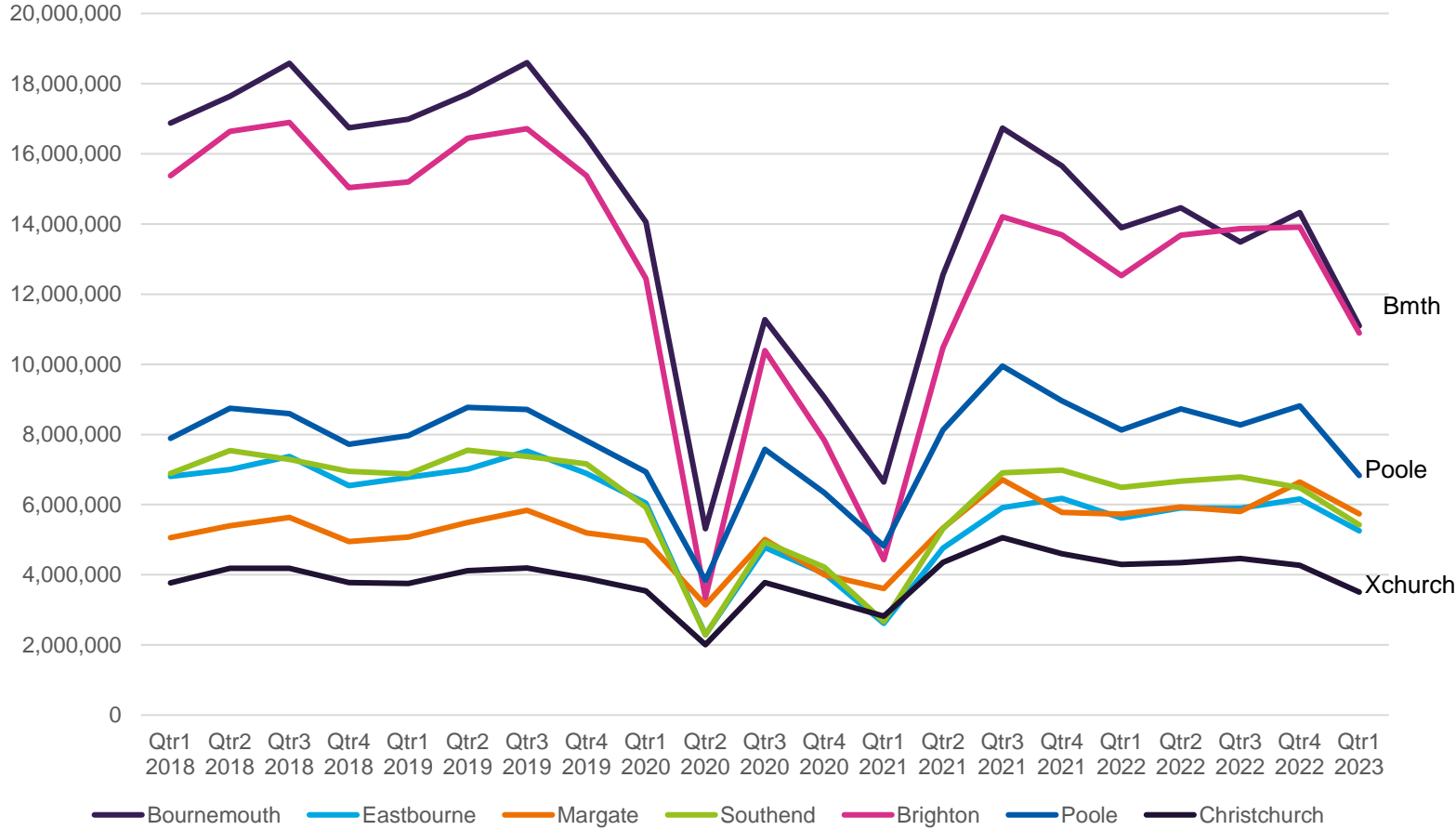


“The High Street feels like a special community. It’s a real personal experience as everyone knows everyone, so visiting the cafés and bars feels like a home away from home.”

Christchurch Male, Empty Nester

What is happening to our town centres

Quarterly Town Centre Footfall comparison



DIVERSIFY OR DIE



Three Towns Alliance: principles of working

- **Community led:** community conversations, empowering Council, lived experience
- **Enabling Communities:** community involvement not community engagement or community consultation
- **Green Council:** with environment and climate mitigation and adaption at its heart
- **Grass roots up:** open and transparent Council that devolves powers to its communities
- **Lived experience:** living the Council's values of respect, passion, innovation, integrity



Thriving Places

Connecting people to opportunity

West Howe Community Day 2022

Public art and public space

Civic pride * Local identity * Visitor attraction * Engage diverse communities

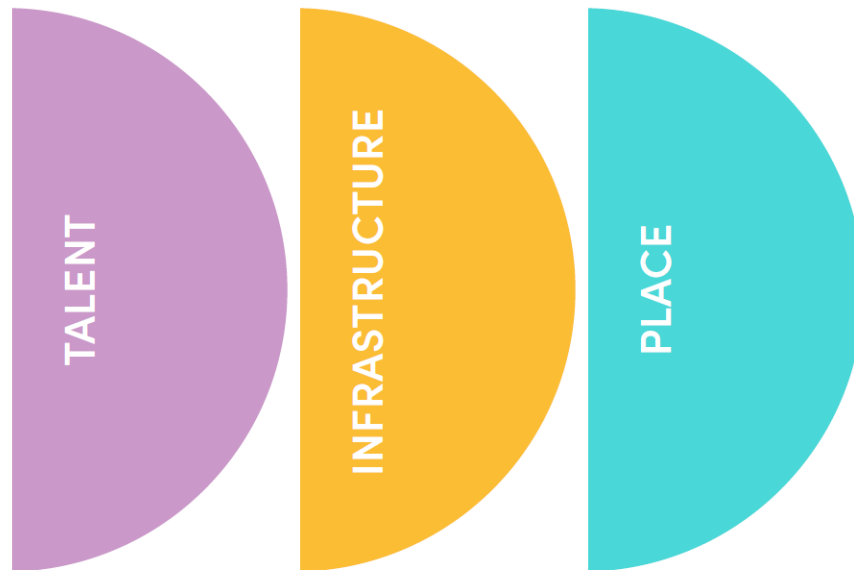


Public art is part of our public history, of our evolving culture and of our collective memory. It reflects and reveals our society and adds meaning to our cities.



Culture led place making

2019 - BCP Cultural Enquiry identifies priorities



OUR DEVELOPMENT GOALS

TALENT

Embrace creative education, develop a skilled workforce, champion diverse cultural expression and enable people of all backgrounds to actively participate in the cultural life of our communities and the region as a whole.

INFRASTRUCTURE

Build cultural capacity by using the excellence of existing hubs, venues and organisations, developing new spaces and boosting the region as a place that produces and hosts great art and culture of international significance.

PLACE

Embed culture in planning and placemaking, with a focus on nurturing distinctive neighbourhoods, dynamic town centres, accessible and imaginative public spaces, urban mobility and an attention to social cohesion, health and wellbeing and environmental sustainability.

Cultural Compact

2021 – Cultural Compact is formed

2022 – Compact develops Cultural Strategy in partnership with Council



By 2032 Bournemouth, Christchurch and Poole will be home to a world-class arts and cultural scene, recognised alongside core cultural UK cities¹ as a regional powerhouse for the arts, a leading cultural destination and at its heart a great place to live.

RETURN ON INVESTMENT:

£11 FOR EVERY **£1**

BCP funding of £1.1m leveraged a further £5.4m of funding, sponsorship and donations and £6.9m of earned income: a ROI of £11 for every £1 of Council support (2019/20).

Cultural Strategy

2023 – Cultural Strategy approved by Cabinet



TALENT

Attracting, developing and retaining diverse talent: making Bournemouth, Christchurch and Poole an obvious choice for building a high-quality creative career or developing creative skills at any life-stage.



INFRASTRUCTURE

Developing networks and spaces – physical and digital – to experiment, make, share and present accessible creative work.



PLACE

Strengthening connections between our communities and the places in which we live, work, learn and play: nurturing possibility, inspiring ideas and breaking down barriers to creation and participation.



Owned by the Cultural Compact. Enabled by the Council.

Our cultural eco-system

OUR CULTURAL AND CREATIVE ECONOMY

IN NUMBERS

STUDENTS:
35,000
Across further education, higher education and post-graduates.

CAPACITY:
10,000
Bournemouth International Centre is one of the largest event, exhibition and conference venues on the south coast.

NATIONAL PORTFOLIO ORGANISATIONS:
5
Funded by ACE 2023-26: Arts by the Sea Festival, Bournemouth Symphony Orchestra, Pavilion Dance South West Ltd, Poole Arts Trust Ltd (Lighthouse Poole) and Wessex Museums Trust (Poole Museum).



ARTS BY THE SEA FESTIVAL 2022:
£2.5m
VISITOR SPEND
120k visitors
214 performers
5 new commissions

POPULATION:
400,300
14th largest LA in England and 6th most densely populated in South West (ONS 2021).

DIGITAL TECH:
7,500 jobs
Fastest growing sector in UK: 7,500 jobs generating **£363m GVA** (Technation report 2018)

PERFORMANCES AND EVENTS:
1,281,500 attendances across 4,354 events
at BIC, Pavilion, Lighthouse, Bournemouth Symphony Orchestra, Pavilion Dance South West, Russell-Cotes Art Gallery and Museum, Poole Museum, SoundStorm/Wave, Arts by the Sea Festival and Inside Out Dorset Festival in 2019/20.

LANGUAGES SPOKEN:
85
An increasingly diverse community: 12% global majority and over 85 languages spoken.



BCP COUNCIL INVESTMENT:
£7.78
BCP Council investment in culture per head of population (less than 1% of its net annual spend).

RETURN ON INVESTMENT:
£11 FOR EVERY £1
BCP funding of £1.1m leveraged a further £5.4m of funding, sponsorship and donations and £6.9m of earned income: a ROI of £11 for every £1 of Council support (2019/20).

BU
Bournemouth University
Ranked Top University in UK for Visual Effects
Rookies World School Rankings 2022
Photo: Bournemouth University



VOLUNTEERING OPPORTUNITIES:
591
Opportunities offered across BIC, Pavilion, Lighthouse, Bournemouth Symphony Orchestra, Pavilion Dance South West, Russell-Cotes Art Gallery and Museum, Highcliffe Castle, Poole Museum, SoundStorm/Wave, Arts by the Sea Festival and Inside Out Dorset Festival in 2019/20.

LOCATION:
40 miles
40 miles of coast and harbour and 2,500ha of green space.

ARTS UNIVERSITY Bournemouth
Ranked the UK's Top Specialist Art and Design University
(Sunday Times Good University Guide 2021)



GRADE I LISTED BUILDINGS:
18

TOP 100 PERFORMING CITIES
Bournemouth, Christchurch and Poole listed as one of the top 100 performing cities in the world in terms of sustainability CPD global initiative.



12,141 tourism jobs (2021)
 -29% on 2019,
 +55% on 2020
 6% of total BCP area workforce



£417,936,000 GVA

Contribution to local economy in 2021

-52% on 2019
 +30% on 2020



£573,971,000
 leisure visitor spend in 2021

-30% on 2019
 +51% on 2020



£1,353,116,532

business turnover (direct, indirect & induced) 2021

-30% on 2019
 +51% on 2020

£25.2m
 business tourism spend 2021



8,830,000 day visitors (2021)

-23% on 2019, +48% on 2020

1,053,500 stay visitors 2021

-41% on 2019 +42% on 2020

Our Visitor Economy in Numbers



7.8/10

Visitor satisfaction, consistent across all 3 centres.
 Return visit likelihood 7.8/10



£MULTI-MILLION HOTEL INVESTMENTS

Including: The Nici, Marsham Court, Mercure Queens, Premier Inn (West & East Cliff) No5 Durlley Rd, Norfolk Royale and more...



£63m a year: wellbeing value of our coastal open spaces (2022)



Over 1000 annual events & festivals



15 miles of seafront plus 26 miles of harbour landscape

Featuring 12 Blue Flags (more than any other UK destination)

Meanwhile



Thank you

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