

# CASE FOR CAPITAL

FOR THE ARTS  
IN THE NORTH

NORTHERN  
*Arts*





## INTRODUCTION

**T**his booklet puts forward the case for capital investment in the arts in the North of England. It spells out the ways in which artists and arts organisations can make the best use of National Lottery funds on behalf of present and future audiences and the wider public. It demonstrates that the region has partnerships in place between artists, public agencies and the private sector to match Lottery funds with finance and provide the necessary creative and management skills to deliver high quality arts facilities for the next century.



Sunderland Library and Arts Centre

The evidence for the region's case is detailed in "The Case For Capital Investment in the Arts in the North of England", a report commissioned from David Powell by Northern Arts Board. The process of

developing "The Case for Capital" has the support of the North of England Assembly, the Northern Development Company, the Government Offices for the North East and North West, the North of England Museum Service and the North West Museum Service. This booklet summarises the main arguments of that report. "The Case for Capital" was launched on 10 May 1995 by Tony Blair MP, Stephen Dorrell MP, Secretary of State for National Heritage and Melvyn Bragg, broadcaster.

## THE CASE FOR CAPITAL FOR THE ARTS IN THE NORTH

Northern Arts has taken the lead on Lottery funding for the arts in the North. It is working closely with the regional organisations for Sport, Heritage and Tourism. In common with all Regional Arts Boards, Northern Arts will be advising the Arts Council of England on all arts Lottery applications from the region. It will provide objective and constructive assessment of individual projects to ensure that projects of quality, both large and small, attract the funding they deserve.

The Case for Capital proposes strategies to achieve the Northern Region's capital ambitions for the arts by the year 2000. The success of these strategies will depend on the careful co-ordination of different capital funding programmes.

Public and private organisations in the North are preparing to play their part, finding significant new funds for the arts. Local authorities continue to be major spenders on the arts. The two Development

Corporations – Teesside and Tyne and Wear – are poised to make substantial investments in arts projects of local, regional and national significance. Some £50 million of European funding could be available before the year 2000 for cultural investment linked to tourism and employment. In 1996 the North of England will host the UK Year of Visual Arts which is already attracting substantial new capital investment.

The region will encourage a planned approach and a timetable for investment to avoid everyone rushing for Lottery funds. The Case for Capital will provide a regional context for considering Lottery and European funding applications. Arts organisations, Local Authorities and others will be advised to make timely and well prepared applications, so that good projects get the best chance

to attract the capital and revenue funding which they require. The region has been preparing for the arts Lottery for three years. Early support from the National Lottery could help deliver in 5 years what might otherwise take 25 years.



45 MINUTES DRIVE TIMES





● Berwick-upon-Tweed

Alnwick ●

## **NORTHUMBERLAND**

## **TYNE & WEAR**

Newcastle upon Tyne

Gateshead ●

● Sunderland

Durham ●

## **DURHAM**

## **CLEVELAND**

Stockton-on-Tees ●

● Middlesbrough

Darlington ●

## **CUMBRIA**

● Keswick

● Whitehaven

● Kendal

Barrow-in-Furness ●



## THE ARTS IN THE NORTH OF ENGLAND

The North of England already has arts projects of national status and international reputation.

- 'The Bottle of Notes', Oldenburg's 35 foot sculpture in Middlesbrough's Central Square.
- Northern Sinfonia, Europe's most exciting chamber orchestra.
- Folkworks, regularly winning awards for its performance and educational work.



Wildcats of Kilkenny

- Theatre Royal, Newcastle, the region's premier receiving house and the base for the Royal Shakespeare Company in the North of England.
- Stockton International Riverside Festival, with audiences of more than 100,000 watching the best street entertainers from around the world.

- Dance City, a national dance agency which has galvanised professional and participatory dance activity throughout Tyne and Wear, and brought international companies to perform and teach throughout the region.

- The Wordsworth Trust, which attracts growing numbers of scholars and lovers of literature from Japan, America and Europe to its Museum and Poetry Centre in Grasmere, Cumbria.

Northern Sinfonia



Visual Arts UK has successfully encouraged existing galleries to improve their resources and new galleries to open. Projects like the Baltic Flour Mills in Gateshead and the National Glass

Centre in Sunderland will be of national importance. The public art programmes in Gateshead and Middlesbrough already show the regenerative impact that visual arts can have. Grizedale Sculpture Park is the second most popular visitor destination in Cumbria.

However, in some parts of the region there are few good buildings for theatre, music, visual arts and the cinema. The Victorians and Edwardians endowed the North of England with few large public buildings of any distinction. The exceptions, like the Bowes Museum and the Theatre Royal, Newcastle, are all the more remarkable. However, there is neither a concert hall nor a major contemporary arts centre between Leeds and Edinburgh. No theatre in the North of England has both a large enough auditorium and the stage facilities to present the largest scale of music, theatre, dance or opera.

A number of smaller scale facilities have been successfully developed in the past few years. These include new auditoria at the Brewery Arts Centre and Live Theatre, new arts centres in Bishop Auckland, Berwick and South Shields, and galleries in Barrow, Whitehaven and Sunderland.



Theatre Royal

*"In presenting the Northern Electric Arts Awards I have seen at first hand the vision, creativity and ambition of artists, promoters and Local Authorities in the North. I am confident that Visual Arts UK and the Northern Arts' 'Case for Capital' will help deliver capital facilities to match the quality of the Region's arts organisations and provide much needed facilities for local arts audiences."*

Melvyn Bragg, Broadcaster



Bowes Museum







## ACCESS TO THE ARTS IN THE NORTH

Venues within the region are often too small, inaccessible and (despite the best efforts of their managers) unwelcoming to artists and audiences. Many arts buildings were put up in the 1960's and 1970's and are now in need of repair, new equipment and better access and facilities for artists and audiences.

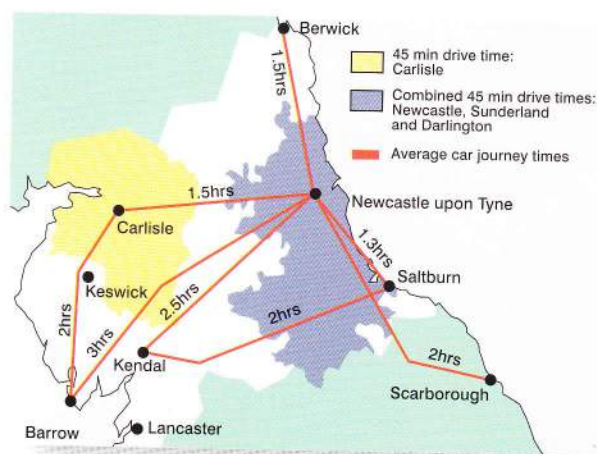
The geographical and cultural map of the region highlights the problems. Distance and poor access diminish opportunities for artists and audiences. Access is particularly difficult from East to West across the Pennines, and within the rural areas of Durham, Northumberland and Cumbria. No part of Cumbria lies within a 45 minute drive of Glasgow, Newcastle or Manchester.

*"The North needs to lead on the twin tracks of economic development and cultural development. We must provide new high quality facilities for the arts and for our museums, as these are essential for the well-being of the region."*

Sir John Hall, Chairman Newcastle United FC

In Cleveland more than half a million people live in a heavily industrialised area which has difficult public transport and few cultural facilities. There is no purpose built music or lyric theatre venue, and the fine collections of contemporary art based in Middlesbrough are displayed in inadequate exhibition facilities.

The cultural attractions available to the residents of Glasgow, Edinburgh, Manchester, Leeds, Bradford or London are too far away and too expensive for all but a very few Northerners to enjoy. The paucity of good buildings for the arts, and the difficulties which many people experience in getting to them are real disincentives to widespread enjoyment of the arts.





## WHAT THE NATIONAL LOTTERY CAN DO FOR THE ARTS IN THE NORTH OF ENGLAND

These are a few of the important things which the National Lottery might help bring to the North of England over the next five years.



Disabled Access Audit, Bede Gallery

- Disabled access for the public, artists and arts workers in all new and refurbished arts facilities.
- Customer friendly facilities; more comfort, safety and enjoyment for audiences in theatres, cinemas, arts centres and for visitors to galleries.
- More arts facilities close to urban and rural centres of population; shorter travel times to arts facilities.
- Artists and architects working together to provide well designed and crafted new buildings and imaginative conversions, enabling more people to enjoy and take part in the arts.
- Training facilities for young people in dance, music and the moving image; recording studios with digital technology and workshops for the electronic arts and media.

Northern Stage at Forum 28 Barrow

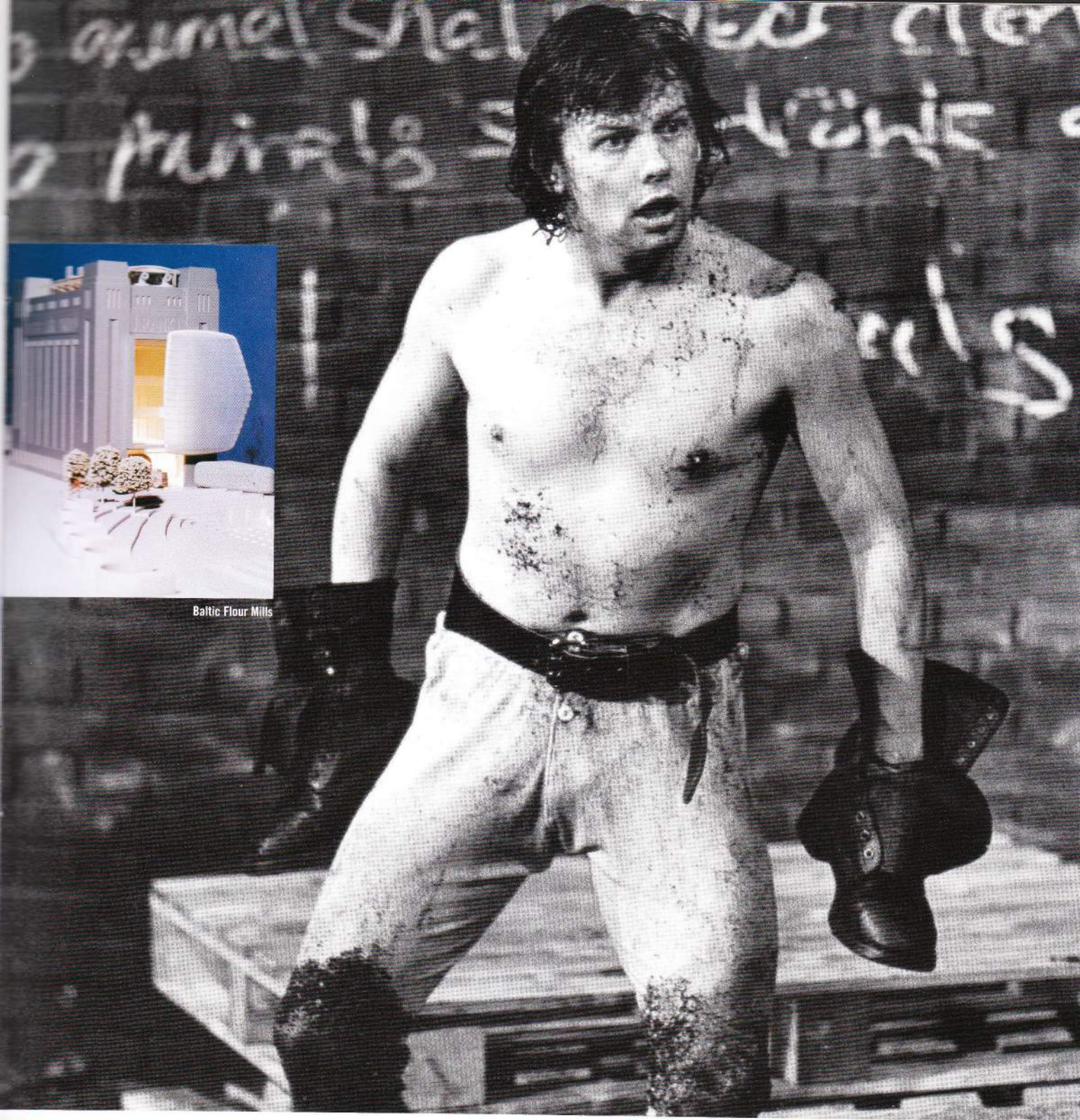


- Support for amateur artists and voluntary arts organisations by providing funds for equipment and instrument banks for amateur drama societies, brass bands, choirs and orchestras.
- Arts organisations better equipped to support themselves through increased ticket sales and other earned income.
- Sites for International Festivals in Theatre, Dance, Street Theatre, Mime, Literature and the Visual Arts
- Strategic landmark sculptures in places such as Darlington, Stockton, Kielder Forest, Sunderland, Whitehaven, Gateshead and Durham.
- Artists studios, rehearsal rooms and music studios – properly equipped and managed at affordable rents
- Better quality places for artists, technicians, support staff and arts managers to work.
- Art commissions in every new or refurbished arts building in the North.
- Stronger networks of spaces for Visual Arts and Dance.
- Improved facilities for arts training in schools and colleges.



National Glass Centre, Sunderland





Baltic Flour Mills



## A CAPITAL PROGRAMME FOR THE ARTS

"The Case For Capital" surveyed more than 250 arts bodies and public agencies about planned arts Lottery projects likely to cost more than £250,000.

76 projects intend to seek Arts Lottery funds over the next five years, 37 of these in 1995, the first year of Lottery funding. Northern Arts and its partners will advise organisers to seek feasibility funds to complete the preparation of their projects, and not to apply prematurely.

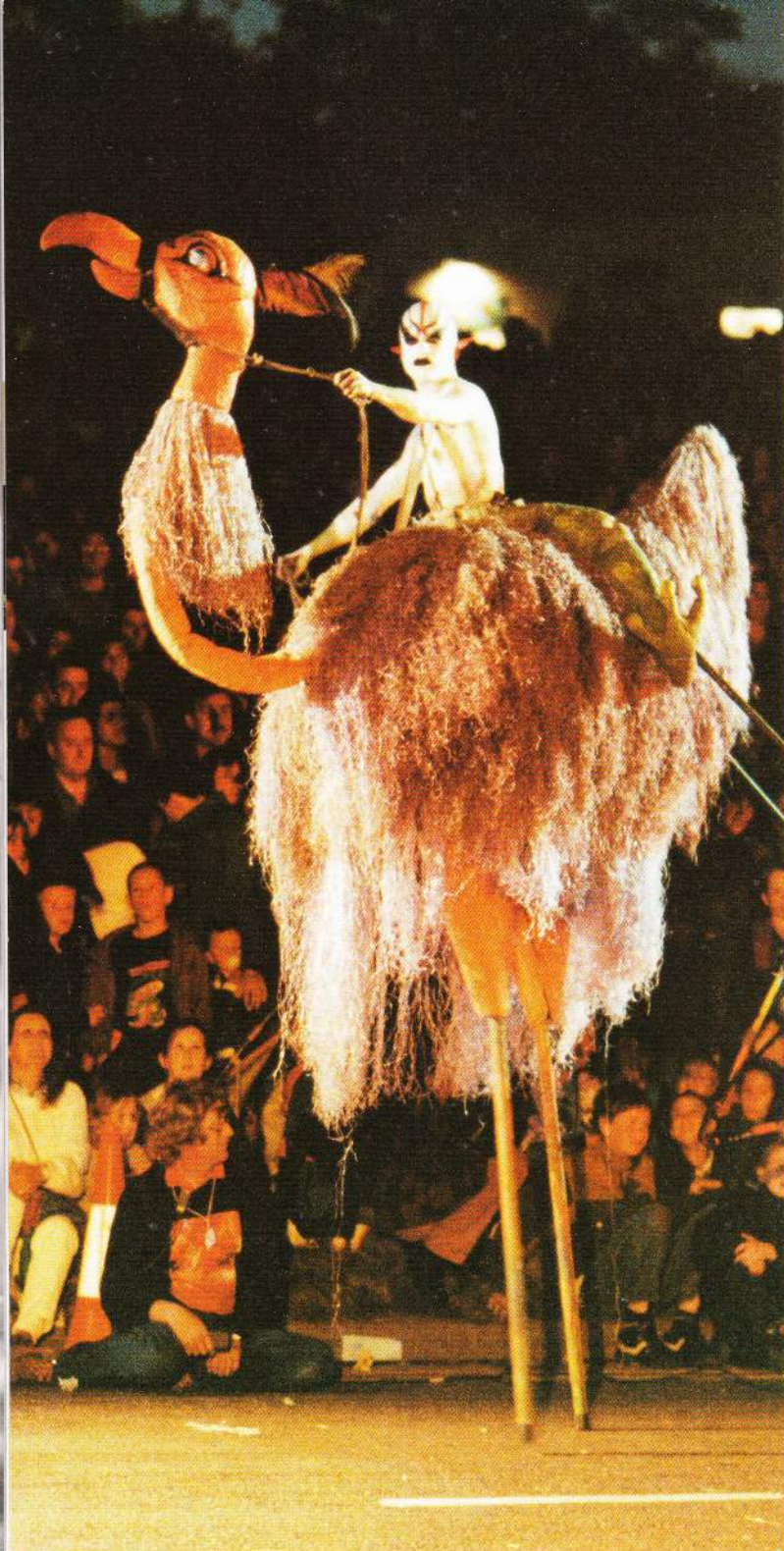
■ These projects range across the following:

Theatres	17
Galleries	13
Arts Centres	14
Community, Education and Leisure	6
Artists Resources	9
Music Projects	5
Public Art	4
Film and Photography Projects	4
Literature Centres	2
Dance Centres	2

■ Most of these projects plan to improve disabled and public access.

■ 34 arts or public bodies estimate their projects will cost between £250,000 and £1 million; 42 expect their projects to cost more than £1 million.

Stockton International Riverside Festival





- The total estimated capital cost of these projects, as identified by their promoters, is £212 million. The 42 large scale projects estimate their total costs to be £197 million, or 92% of the total capital programme.

- These figures exclude projects which intend to bid to the Millennium Commission, and which have an arts element within them.

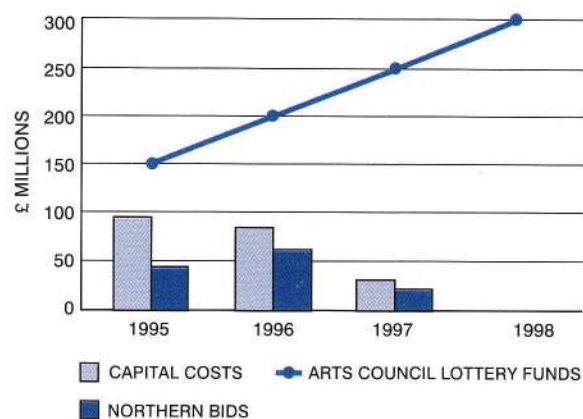
- Many projects have commitments or will be bidding for resources from one or more of the following sources:

- European Regional Development Funds
- City Challenge
- Development Corporations
- Local Authorities
- Private Development Partners
- Commercial Sponsors
- Universities
- Rural Development Commission
- English Partnerships

- Many are capable of achieving far more than 25% partnership funding from other sources providing they receive early support from the National Lottery.

- The arts, heritage and museum sectors have been working closely to establish a regional context for assessing arts related bids. The North of England Museum Service and Cumbria Museum Services have respectively identified a total of 47 and 22 capital projects in the heritage and museum sectors, costing £250,000 or more. Many of these will contribute to the Arts in the North.

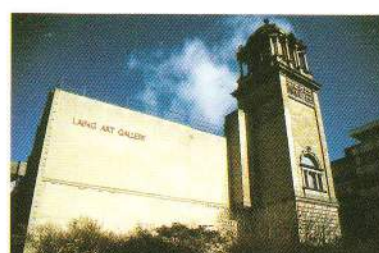
#### AUDIT ANALYSED BY PROPOSED YEAR OF LOTTERY APPLICATION



Customs House



Northern Sinfonia Education Programme



Laing Art Gallery





## THE REGION'S ROLE IN THE LOTTERY

- The arts, artists and audiences will be at the heart of the North of England's priorities in planning for the best distribution and use of arts Lottery funds.
- Northern Arts will give high priority to projects which can demonstrate that they reach new audiences, improve access, raise the quality of arts production and provide tangible benefits to artists, arts producers, and the regional economy.
- Northern Arts and its partners welcome the Arts Council's approach to the assessment of Lottery applications. The region will encourage feasibility studies, and research into the market for new and expanded activities.
- Northern Arts will work closely with the Arts Council Lottery unit and Local Authorities to provide objective assessment of Lottery applications against the local as well as the regional context.
- Northern Arts will launch a new scheme for feasibility studies focusing on research and development and artists led projects. The scheme will also support exploration of new forms of arts buildings and spaces.

'Unleashed' Exhibition, Artist Nancy Willis



Claes Oldenburg's 'Bottle of Notes'



- It believes that projects both large and small can reach the highest standards of design, of artistic programme and of management.
- Northern Arts and its regional partners will encourage smaller projects for refurbishment and new equipment.
- Northern Arts will provide Local Authorities and arts organisations with regular information and briefings on arts Lottery matters, and on the development and management of projects from brass bands to concert halls.
- Northern Arts and its partners will help identify sources of capital funds to match contributions from the National Lottery. They will encourage applications for capital funds in Development Corporation and City Challenge areas to be made before 1997.
- Northern Arts will work with the Government Offices to ensure effective co-ordination and timetabling of Lottery, European and other regional funding programmes.
- Northern Arts and its partners will press for increased revenue funding from the arts and Local Authority funding systems, especially for projects of regional and national significance where substantial capital investment may be delayed or lost without such support. They will advocate the establishment of creative endowment funds for selected projects.

- Northern Arts will continue to encourage local and regional authorities to place cultural planning at the centre of their economic development strategies and to maintain or adopt Percent for Art schemes.
- Northern Arts will accelerate its programme of disability access audits, and encourage arts organisations to improve the level and quality of access to their buildings and arts programmes.
- Northern Arts will consult with partners and organisations named in the report, and will work closely with them over the next two years to develop regional strategies for capital investment in the arts.
- The public deserves the best of the arts. Northern Arts and its regional partners will strive to get it for them.

*"Encouraging co-operation and partnership will ensure that arts across the North gain the most from Lottery money. Attracting capital funding for the arts is an investment in the people of the North; their jobs, future and quality of life."*

**Dr Mo Mowlam MP**





Antony Gormley's 'Angel'

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