

# Aberdeen City Council Investment in Culture 2018/19 Impacts



## **Aberdeen City Council: Investment in Culture**

### **2018/19 Impacts**

#### **Forward**

This is the first annual impact report on Aberdeen City Council's investment into culture and highlights the monetary value of the social and economic benefits generated through the funded activity. The cultural sector plays a key role in supporting the diversification of the Aberdeen economy at a time when traditional industry has experienced decline and facing significant transition challenges to remain resilient and sustainable within a global market. At the same time, the city is a major centre where residents and visitors will have high expectations of the cultural offering. ACC has committed to supporting the development of culture within the city through both Council delivered cultural services and its investment in cultural activity delivered by external organisations and individuals. This study highlights the activities of internal services but has a specific focus on the benefits of external investment.

Many recent studies on the value of culture have focused on estimating the direct economic contribution that the sector makes in terms of employment and GDP, and the sector's role in attracting visitors and generating expenditure. However, this does not always capture the wider and increasingly important role that the sector plays in place making; attracting and retaining residents, particularly younger people; generating social capital; and contributing solutions to wider priorities such as the Environment and health and well-being.

Consequently, the benefits of the cultural sector can often be underestimated. To ensure that the full value of the sector and its activities are captured, this study also recognises the wider role the sector plays in making towns and cities attractive, vibrant places, and the social benefits that are generated through activities that promote civic pride, citizenship, inclusion and well-being.

#### **1. Introduction**

The City of Aberdeen has a rich array of cultural assets including traditional theatres, arts centres, a music hall, libraries, archives, museums and galleries, and a varied programme of cultural events which attracts a growing number of visitors. History and culture are within the top three motivators for overnight visits to Aberdeen and Aberdeenshire, reflecting the importance of these assets and the wider cultural sector to the visitor economy. The top five visitor attractions alone manage to attract over 1.5m visitors on a yearly basis and the sector makes a significant contribution in terms of GVA to the city's economy, generating approximately £425 million in tourism expenditure in the city.

However, the importance of Creative and Cultural industries to Aberdeen can often be overlooked due to the scale of other key sectors, such as Oil & Gas. Around 4,600 people are employed in Creative and Cultural industries (CCI) in Aberdeen City, accounting for almost 3% of employment in Aberdeen City and 6% of all CCI employment in Scotland. A high proportion of the jobs are full time. Employment in the sector is varied with key sub-sectors including software/electronic publishing – the largest sub-sector, and design, which is highly represented in Aberdeen City. Other important sub-sectors include writing and publishing, architecture and performing arts.

There are 1,665 registered enterprises in the CCI sector in Aberdeen, accounting for 8% of all registered enterprises in the city. A high proportion are micro businesses employing less than 10 people (90%), and over half are sole traders (54%). Growth is challenging due to several factors associated with the mature status of the oil and gas sector and its influence on the local economy. Nevertheless, there are signs and opportunities to address this.

There is an opportunity to increase cultural participation levels amongst the city's residents and visitors, which could generate additional economic impact, and lead to longer term health and educational benefits. Current programmes of capital investment can contribute to achieving this. Aberdeen's array of cultural assets are benefiting from a number of major investment projects such as the £9m redeveloped Aberdeen Music Hall, the £330m new Events Complex P&J Live, £34.6 million redevelopment of the Art Gallery, Cowdray Hall and the Remembrance Hall. These investments will support the growth of the sector and the competitiveness of the city's cultural offer.

The funding environment for culture is also becoming more challenging making resilient financial planning the key priority for the sector. As Audit Scotland recently reported, local authorities who are the primary funder for culture, are facing increased financial pressure through a combination of reductions in the Government grant and increasing costs to deliver statutory responsibilities – which in turn is leading to less money available for other services such as culture. Beyond public funding, arts organisations are reporting a more challenging environment for corporate sponsorship and more unpredictable audience trends, potentially a knock-on effect off the Brexit uncertainties and national productivity fall.

Now more than ever, it is essential that investment in culture demonstrates great value returns and positive impacts to develop a stronger and more sustainable sector. These impacts are not limited to the economic benefits of job creation and tourism, there is a growing recognition that traditional economic metrics such as GDP and GVA need to be supplemented with wider measures to gauge 'Wellbeing' within the economy. This has particular relevance to Aberdeen, given some of its communities and residents have faced significant inequality of opportunities, missing out on the opportunities the wealth and prosperity of the oil industry generated for others within the city. As economic strategies and policy place greater importance on 'place' based codesign, resilience, diversification and zero carbon economies - culture has the potential to be a leading driver for realising these aspirations. Culture represents a prevention approach to promote positive behaviour, civic pride, healthier lifestyles and aspirational experiences which make Aberdeen a more enjoyable prosperous place, as set out in the ambitions of the Local Outcome Improvement Plan. This report presents how investment in culture is contributing to these outcomes to ensure Aberdeen's future success.

## 2. Cultural strategy summary and strategic alignment

Cultural Strategy Ambition	Local Outcome Improvement Plan	Creative Scotland 'unlocking potential, embracing ambition'	National Policy & Strategy
1. Releasing our creativity	<u>Prosperous People</u> People in Aberdeen are happy and enjoy positive life outcomes.	<u>Ambition 2</u> Everyone can access and enjoy artistic & creative experiences.	<u>Going Further – the national strategy for Scotland’s museums &amp; galleries</u> Aim 2 – strengthen connections between museums, people and places.
2. Becoming Scotland's creative lab	<u>Prosperous Economy</u> Aberdeen has a flourishing, thriving and successful local economy.	<u>Ambition 1</u> Excellence and experimentation across the arts, screen and creative industries is recognised and valued.	<u>Going Further - the national strategy for Scotland's museums &amp; galleries</u> Aim 3 - empower a diverse workforce to increase their potential for the benefit of the sector and beyond.
3. Making all the city a stage	<u>Prosperous Place</u> People experience Aberdeen as the best place to invest, live and visit.	<u>Ambition 3</u> Places and quality of life are transformed through imagination, ambition and an understanding of the potential of creativity.	<u>Events Scotland - Scotland the perfect stage 2015-2025</u> 'To utilise and develop the assets that Scotland has which make it the perfect stage for events.'
4. Connecting us to the world	<u>Prosperous Place</u> People experience Aberdeen as the best place to invest, live and visit.	<u>Ambition 5</u> Scotland is a distinctive creative nation connected to the world.	<u>Events Scotland - Scotland the perfect stage 2015-2015</u> 'To deliver a portfolio of events which provide world leading authentic experiences for residents and visitors.'
5. Shaping our future	<u>Prosperous economy</u> Aberdeen has a flourishing, thriving and successful local economy.	<u>Ambition 5</u> Ideas are brought to life by a diverse, skilled and connected leadership and workforce.	<u>Going further - the national strategy for Scotland's museums &amp; galleries</u> Aim 4 - forge a sustainable future.

TABLE 1: CULTURAL STRATEGY ALIGNMENT LOCAL + NATIONAL

Culture Aberdeen, the 10-year strategy for culture in the city, was launched in 2018 and subsequently endorsed by the Council. It was developed by the network of cultural organisations in the city which shares the name Culture Aberdeen. This network formerly constituted in 2019 as an independent membership organisation, leads on the implementation planning for the delivery of the strategy's key ambitions. Aberdeen City Council is both a member and supporter of the organisation.

The Culture Aberdeen strategy has 5 key ambitions:

1. Releasing our creativity
2. Becoming Scotland’s creative lab
3. Making all the city a stage
4. Connecting us to the world
5. Shaping our future

The Culture Aberdeen strategy outlines how these 5 ambitions will help Aberdeen develop the cultural sector for the benefit of the city, as well as for organisations and artists working here.

Table 1 shows how these ambitions broadly align with national strategies and the Local Outcome Improvement Plan (LOIP). Additionally, Aberdeen City Council is working with Culture Aberdeen members to further align the LOIP outcomes with the strategic ambitions outlined within the Culture Aberdeen strategy (Table 2).

**TABLE 2: LOIP OUTCOME ALIGNMENT**

<b>Theme</b>	<b>Stretch Outcome</b>	<b>Key Drivers</b>	<b>Culture Aberdeen Alignment</b>	<b>LOIP Actions applicable to cultural organisations</b>
<b>Economy</b>	1. 10% increase in employment across priority and volume growth sectors by 2026.	Diversification of the economy into other growth sectors  Developing the talent and future workforce necessary to support diversification of businesses and economy.	<i>Culture Aberdeen is a member of the LOIP Aberdeen Prospers group</i>  Ambitions: Releasing Our Creativity and Becoming Scotland's Creative Lab	<i>Increases in employment (FTE and temporary employment)</i>  <i>New apprenticeships, development and employability programmes</i>
	90% of working people in Living Wage employment by 2026	Promoting inclusive economic growth for our most disadvantaged communities	Ambitions: Releasing Our Creativity	<i>Increasing employment opportunities for over 50's, those from priority areas and or EDI</i>
<b>People (Children and Young People)</b>	7. Child Friendly City which supports all children to prosper and engage actively with their communities by 2026.	Secure required six UNICEF Friendly City Status Equality and Inclusiveness	Ambitions: Releasing Our Creativity, Making all the City a Stage & Shaping Our Future	<i>Initiative to support increasing participation opportunities for children and young people</i>  <i>Child protection policy plan and staff training.</i>  <i>Initiatives which Provide a voice for young people and engage them in decision making.</i>
<b>People (Adults)</b>	11. Healthy life expectancy (time lived in good health) is five years longer by 2026.	Encouraging adoption of healthier lifestyles  Provide individuals and communities with the social resources needed to make informed decisions about health and lifestyle.	Ambitions: Releasing Our Creativity & Shaping Our Future	<i>Programmes or initiatives aimed at staff, participants or customers to adopt healthier lifestyle choices.</i>  <i>Providing healthy food outlet provision</i>  <i>Providing baby friendly premises and workplaces</i>  <i>Adoption of 'smoke free place/grounds' policies or other relevant policies.</i>
<b>Place</b>	14. Addressing climate change by reducing Aberdeen's	Reducing emissions across the city through delivery of	Ambition: Making All the City a Stage & Shaping Our Future	<i>No. of people taking part in environment / sustainability educational activities</i>

	carbon emissions by 42.5% by 2026 by 2026 and adapting to the impacts of our changing climate.	Aberdeen's Sustainable Energy Action Plan 'Powering Aberdeen'.		<i>% of staff/ community uptake of active travel to work/in work</i>  <i>% reduction in energy use</i>  <i>% reduction in emissions from waste</i>  <i>% reduction of individual's carbon emissions</i>
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### 3. Cultural Highlights of 2018/19

2018 marked the return of one of Aberdeen's most well-loved cultural assets as the Aberdeen Music Hall reopened its doors to the public once again. The £9m project has seen the auditorium fully restored, as well as the addition of two new studios, a café bar and restaurant for the 200-year-old Union Street venue. Since reopening its door continued to welcome back many popular performers and acts, as well as introducing new and exciting artists within its programming. This redevelopment led by Aberdeen Performing Arts, has also been recognised by many national prestigious prizes including the Royal Institution of Chartered Surveyors (RICS) Awards Scotland.

Another capital project completed early 2019 was the redevelopment of Station House, home to the Station House Media Unit (Shmu), Aberdeen's community media unit who provide inclusive training and employability opportunities through radio, music and video production and other media channels. The new centre will continue Shmu's record of accomplishment of providing community capacity building and personal development opportunities for the City's disadvantaged communities.

With Nuart festival once again filled the city with colourful street art, adding to the regular calendar of festival and events that already makes Aberdeen so special, such as Look Again, Sound, Aberdeen Jazz Festival, and Granite Noir. The latter of which saw First Minister Nicola Sturgeon interviewing Crime novelist Abir Mukherjee, providing another insightful cultural highlight of the year. Aberdeen City Council also commissioned a new fishing memorial which was created by Sculptor David William Ellis and unveiled outside the Maritime Museum, in commemoration of the major contribution fishing and fishing folk have made to the city as a lasting tribute to the men and women who lived, worked and died in the industry.

2018 was also Scotland's Year of Young People and there were many projects linked to this in Aberdeen. The Council funded 5 individuals and 15 youth organisations each receiving a share of £86,354 for activity across the city including projects with Northfield Academy, SHMU and North East Sensory Services.

Several organisations and individuals were also supported through Aberdeen City Council's Creative Funding strand in 2018/19. £173,590 was awarded across 39 creative projects in the city covering activity such as music festivals, exhibitions, writing retreats, theatre productions, and professional development.

2018 also saw the launch of the new 10-year strategy for culture in Aberdeen – Culture Aberdeen. The strategy was also formally endorsed by Councillors and guides the work of organisations as they deliver cultural activity in the city.

#### 4. Investment Overview

Investment in culture from Aberdeen City Council reflects the broad range of benefits and impacts arts and culture can deliver for society - from supporting a prosperous economy through job creation, talent retention and tourism income; through to transformative social impacts on education, community cohesion and place, improving experience of Aberdeen for residents and visitors alike.

The investment covers both direct provision through Council internal cultural services, facilities and venues as well as contributions to external cultural organisations to deliver services, managing venues on carry out projects through grant funding. This investment is primarily through the Council's annual revenue budget, with some additional investment through the Aberdeen Common Good Fund.

#### Council expenditure on cultural activity for 2018/19

##### Categories

<b>Council Cultural Venues &amp; Facilities</b>	<b>£8,787,457.69</b>
<b>Community &amp; Education Arts Development</b>	<b>£3,210,239.47</b>
<b>Grants to External Cultural Organisations</b>	<b>£2,210,239.47</b>
<b>Cultural Events and Festivals</b>	<b>£449,300.99</b>
<b>Total</b>	<b>£14,995,809.56</b>

1. Figures are based on Aberdeen City Council 2018/19 Local Financial Returns (LFRs) and published as part of the Scottish Local Government Finance Statistics publication.
2. Figures exclude funding to sports/leisure services, non-cultural funding to community centres and tourism.
3. Figures have been adjusted to include Common Good 'cultural' contribution, to internal services or distributed to external organisations in the form of grant contributions.

For the purpose of this report culture is defined as those activities relating to arts, culture and heritage delivered and/or funded including:

**Council Cultural Venues** is inclusive of Aberdeen Art Gallery and Museum's services, Beach Ballroom, Aberdeen City and Aberdeenshire Archive Service and Aberdeen City Libraries.

**Community & Education Arts Development** includes the Council's Creative Learning programmes, Aberdeen Music Service, Dyce Music School and the Sistema Big Noise Torry Programme.

**Grants to External Cultural Organisations** comprises of commissioned services and contributions to key cultural organisations such as Aberdeen Performing Arts, Belmont Filmhouse, Peacock Visual Arts, Citymoves Dance Agency as well the grant programmes such as Creative Funding Awards, Creative Spaces, Visual Arts and Crafts Maker Awards and Place Partnership programme. This is figure is also inclusive of Common Good funding and non-Capital repair work to cultural venues.

**Cultural Events and Festivals** is inclusive of support towards key events on the cultural calendar, such as NuArt Aberdeen, Aberdeen Jazz Festival, True North and Look Again Festival. This also includes Council managed cultural events such as the BP Big Screen and the Aberdeen Highland Games.

The Council's Cultural Services are split across the Functions 'Place' and 'Customer', with the funding to external organisations managed by Cultural Policy and Partnership within City Growth/ Place.

## 5. Aberdeen City Council Cultural Services Overview

The Council's internal cultural service provision cover a wide range of artforms, venues and opportunities. Across the venues and services, attracting over 1.29 million attendances/visits and delivering over 3,746 events across the calendar year. The Council's cultural services make an important contribution to the delivery of the Local Outcome Improvement Plan and working with some of the city's most disadvantaged communities to deliver £3.8m of wellbeing health impacts.

**Cultural Policy and Partnerships** has the responsibility of leading on cultural strategy and its alignment within Council's corporate plans and policies. They also coordinate and manage the Council's external investment to cultural organisations, distributed through discrete cultural development projects, programmes and initiatives. This investment through commissioned services and open project grants, supports venues and projects to attract audiences of over 600,000 and generates a return of investment to the city of £14.4m from £2.1m subsidy, a return of £6.86 for every £1 of Council funding.

Beyond its commissioning and monitoring responsibilities the team works closely with external cultural partner organisations, leading on resilience boosting initiatives and establishment of cultural policy and strategy, such as facilitating the development of the new 10-year cultural strategy for the city. The service also has a delivery role, managing the award-winning SPECTRA, Aberdeen's light festival which is set to return in 2020.

**Aberdeen City Libraries (ACL)** is the well-established library network providing an extensive range of services. The 16 libraries across the city, including the Central Library were visited 871,893 times in 2018/19, with a further 558,089 visits online. As well as 132,828 loans issued last year ACL delivered over 3,000 activities including children and family activities such as national Bookbug Week, readings by authors such as David Macphail, the Summer Reading Challenge as well as support to young people with more complex learning needs such as Sensory Storytelling with young people from Orchard Brae School.

ACL also hosts the Silver City Vault, the online collection of Aberdeen Local Studies providing valuable resources for anyone interested in heritage, especially local heritage or family history, seeing over 346,507 searches in October alone.

ACL provide support and opportunities for those seeking to pursue careers in writing, including creative writing workshops, masterclasses and author events; an example being Author Andrew Lamont who launched his book 'Miscellany' in September, the author developed his writing skills through participating in ACL's creative writing workshops which inspired him to follow writing as a future career path. In Andrew's own words: *'Without the library, this wouldn't have happened'*.

Aberdeen Art Gallery at the time of writing has just concluded its most significant redevelopment since first opening to the public in 1885. The gallery which has seen a £34.6m Capital investment, opened its doors in November 2019 and on track to be the regions number one visitor attraction. While the development and reopening has been the services primary focus over the last year, **the Aberdeen Art Gallery and Museum's services** continued to provide a range of other activities, hosting nearly 300 events, workshops and exhibitions across the Aberdeen Maritime Museum, Treasure Hub and Tollbooth Museum, attracting 103,111 visits and 11,584 participants (as well as a further 864,303 online engagements).

These venues also play host to a world class collection which spans Fine Art, Decorative Art, Maritime History and Archaeology to name a few. The Fine Art collections are of national and international significance, with a rich holding of 19th century French art - including outstanding examples by Monet, Renoir, Toulouse-Lautrec, Vuillard and Bonnard. The Entire Collection cared for by Aberdeen Art Gallery & Museums is a Recognised

Collection of National Significance, awarded by Museums Galleries Scotland on behalf of the Scottish Government.

**The Aberdeen City & Aberdeenshire Archives** service is jointly funded by Aberdeen City Council and Aberdeenshire Council respectfully and exists to collect, preserve, promote and make publicly available the historical records of the two local authorities, together with other significant records relating to the region.

The records held by the Archive date back over 800 years, with the earliest Council Registers recognised by UNESCO as being of outstanding historical importance to the UK. The people that use the Archive are as diverse as the documents themselves: school pupils, academics, family and local historians as well as members of the public are frequent visitors. The geographical spread of this audience ranges from local to international. While the role and remit of the Archives go beyond culture, they have played an increasingly important source of inspiration for events, exhibitions and festivals including SPECTRA, Look Again, Granite Noir and the May Festival to name a few.

**Creative Learning** is a city-wide service, prioritising projects based on identified need and working in partnership with others using arts, culture and creativity. The service provides support to education, communities and to creative practitioners. This support is provided through a range of programmes and activities including the Make Your Mark creative learning workshop programme and their programme for early years centres, Geronimo! a project which introduces children and their parents to creativity and risk in play.

Creative Learning also coordinate the Arts Across Learning Festival, a celebration and exploration of the arts and their value to learning and teaching in Aberdeen. The festival brings a stimulating wealth of learning experiences to spark imagination and enthusiasm for learning to nursery and primary pupils and their teachers. The 2019 festival saw attendance by 3029 Aberdeen School Pupils and 116 teachers at over 120 workshops and events.

As well as offering participatory arts employment opportunities, Creative Learning deliver a range of development support programmes for creative practitioners, including the (VACMA) Mentoring programme and Surviving Life as a Creative (SLAAC) which builds the confidence and skills of participants.

**The City Events Team** are responsible for the planning, co-ordination and delivery of the Council's annual festivals and events programme in the City of Aberdeen including the Aberdeen Highland Games, Fireworks Spectacular, Hogmanay as well as hosted sport events such as the Tour Series and Great Aberdeen Run. The team also offer advice and event management support to a wide variety of cultural events organised in the city, from pop-up events through to major festivals such as SPECTRA, Look Again and NuArt Aberdeen.

The team provides an essential support service to event organisers to navigate the various obligations and good practices required to run a successful event, from licences and permissions through to crowd management considerations, all to ensure events in Aberdeen are delivered professionally and safely, improving the organisers and visitors experience alike.

Instrumental music lessons have been offered to pupils in Aberdeen for over 60 years, going from just one instructor offering lessons for senior school pupils in the 1950's, through to the present day **Aberdeen City Music Service** which has 35 instructors providing high quality music tuition experiences to over 1,700 children and young people in 2018/19. The service also runs the Aberdeen City Music Centre weekly at Northfield Academy, comprising of different ensembles catering to pupils at different levels of development. In addition to this music instructors run extra-curricular choirs, bands and orchestras across Aberdeen City schools.

The value of music in terms of developing successful learners and improving attainment is recognised through the City's other key music education and community projects; **Aberdeen City Music School** is a national specialist music school (one of only four) for young musicians with well above average ability. ACMS offers a

specialist music curriculum within a comprehensive secondary education setting at Dyce Academy, providing music tuition of the highest quality. This initiative which receives funding from Scottish Government has seen pupils succeed in progressing on to national renowned orchestras and academies such as the Royal Conservatoire of Scotland.

**Big Noise Torry**, delivered by Sistema Scotland is Aberdeen's other major music programme with a focus on building confidence, pride, aspiration and attainment in young people through music. Big Noise works with 624 participants in the Torry community from socioeconomic disadvantaged backgrounds. Work in 2018/19 generated 29,582 participant hours with 9 volunteers contributing over 888 volunteer hours, which adds to the Big Noises reported social return benefit of £9 for every £1 spent on early intervention music activity.

## 6. External Investment Profile

ACC's external investment in culture is directed through its five commissioning funding programmes: Core and Development Services, Culture Programme, Creative Funding and The Place Partnership (Devolved Creative Scotland investment). For 2018/19, an additional one-off programme was introduced to coincide with Scotland's Year of Young People.

The funding delivered through these strands supports a diverse range of activities, ranging from the day to day operations of large cultural organisations and venues across the city to small scale projects delivered by individual artists. The projects activated through this external investment account for many the paid artistic opportunities available in the city, supporting 297 FTE jobs and 1,739 supported artists in temporary employment. This employment metric covers temporary artistic contracts as well as artists or amateur artists employed to aid delivery.

This funding can also be used to leverage in additional public funding support from non-ACC sources such as Creative Scotland. The additional funding brought into the city by Core Partners in 2018/19 is valued at £1,934,070. All funding allocation is based on delivering upon the city's cultural Strategy and contributing to Council key priorities including the Local Outcome Improvement Plan and Regional Economic Strategy. Funding is monitored in accordance with the local code of practice for grant giving, 'Following the Public Pound'.

### Who do we fund?

#### Core and Development Services: £1,441,500

- **Aberdeen Performing Arts:** The award-winning arms-length arts charity that runs three city centre venues – the Music Hall, His Majesty's Theatre and the Lemon Tree and three festivals - True North, Granite Noir and Light the Blue youth arts festival.
- **Belmont Filmhouse:** Operated by the Centre for the Moving Image, Belmont Filmhouse is Aberdeen's only independent art house cinema, with a programme of high quality international and local films. The venue also runs an education programme and bookable venue space for many events and festivals.
- **Jazz Scotland:** Deliver the annual Aberdeen Jazz Festival, including the Jazz on the Green free outdoor event.
- **Citymoves Dance Agency:** The regional dance agency for North East Scotland provides classes, workshops and outreach for the public as well as residences and opportunities for professionals. Citymoves also delivers Dancelive, and annual festival of contemporary dance.
- **Sound Festival:** Dedicated to the development of new music in the North East, the organisation's work has grown from its award-winning festival to encompass year-round artists commissions, education workshops and performances.
- **Peacock Visual Arts:** A contemporary art centre, offering gallery/project space alongside printmaking and digital facilities used by renowned international artists and local artists alike. Also deliver Free Press, providing positive destination opportunities for care experienced young people.
- **Aberdeen Arts Centre:** A community arts venue, primarily focussed on supporting volunteer arts and delivery a programme of participatory performing arts workshops.

### What does this funding support?

This funding supports the day-to-day running of our Core Partner organisations. It is a central part of their business plan and can be used to leverage additional support from organisations such as Creative Scotland. Citymoves, Aberdeen Performing Arts, CMI and Peacock Visual Arts are all part of Creative Scotland's Regular Funding portfolio, while others receive Open Project Funding from Creative Scotland.

**Culture Programme:** £203,000

This funding programme was introduced in 2014 following on Aberdeen's UK City of Culture bid in 2013, with a focus on strengthening the city's cultural offer through increasing the delivery of major events and production space. This programme has supported the establishment of several of the city's most recent and popular festivals on the events calendar including; **Granite Noir, Look Again, True North** (and in other years **SPECTRA Festival of Light** as well as the National Theatre coproduction 'Granite') The programme also supports infrastructure and promotions activity such as Aberdeen Festivals and **Creative Spaces** programme, the latter supporting start-up costs for new and refurbished creative facilities such as the Look Again Project Room.

### Creative Funding

**Amount Awarded:** £173,590

### What does this funding support?

Creative Funding is Aberdeen City Council's main strand of open project funding for creative activity and supports both individuals and organisation in delivering their work. Many of these projects support the development of opportunities for artists and creative practitioners, supporting the creative economy as well as delivering outreach activities within Aberdeen's Priority areas and most vulnerable communities. The funding awarded ranged from £400 up to £13,500 and supported activities of the **Grampian Hospital Art Trust, May Festival** and the **Polish- Scottish Festival**, as well as individual's professional development to support new productions, writing, exhibitions and more. In 2018/19 this funding supported 39 projects generating over 568 events and activities, 311 artist's opportunities to an audience of 25,548.

### Year of Young People

**Amount Awarded:** £86,354

### What does this funding support?

This funding supported 29 project activities throughout 2018 as part of Scotland's Year of Young People. All the projects were initiated, co-designed and delivered by young people across the city. Young people also participated in the selection panel and inputting into the funding criteria design. The projects included awards to 15 individuals, directly enabling young artists to produce new work. The funded activity generates nearly 5,000 volunteer hours and 280+ events and workshops.

### Other funding schemes and discreet projects:

#### Place Partnership

Place Partnership funding has been delivered in partnership with Creative Scotland since 2013. Creative Scotland's Place Programme operates at a strategic level with Local Authorities and other partners. The Place Partnership Programme is designed to encourage and support local partners to work together with their

creative community. The Council initially pledged £159,000 towards the partnership, which is matched by £250,000 from Creative Scotland paid in instalments over the lifespan of the programme, which will conclude in 2022. 2018/19 saw support to the Peacock Visual Arts Curatorial Fellowship programme, a first in Scotland initiative to support the development of new emerging curators.

### **The Visual Artist and Craft Makers Awards (VACMA)**

VACMA is a programme of small grants schemes to support Aberdeen-based visual artists and craft makers. The scheme is run as a partnership between Creative Scotland and the Council, managed by Creative Learning. Grant awards of between £500 to £1500 are available to practitioners at all stages of their career who have demonstrated a commitment to their work and in developing their practice through new work, new skills or new opportunities. Aberdeen also runs a Mentoring Bursary of £1500 with added support through the year.

Beyond these funding programmes a range of other cultural events, festivals and activities have been supported by Aberdeen City Council through the Common Good fund (administered by the Council), including NuArt Aberdeen Festival (£100,000) with Aberdeen Inspired and the delivery of the popular BP Big Screen, a Council partnership with BP and the Royal Opera House, Covent Garden, to deliver a live opera production broadcast in Duthie Park.

## **7. Introduction to the Impact Methodology**

### **EKOSGEN Toolkit introduction - detail assumptions and methodology.**

Ekosgen was commissioned by Aberdeen City Council in October 2017 to undertake an impact study of the Council's external investment in cultural and creative organisations between 2013/14 and 2016/17. The aim of the study was to estimate the economic and social value of The Council's external investment in culture for the period from 2013/14 to 2016/17, and to develop a toolkit that can be used for future impact assessments, standardising the approach used on an annual basis.

The purpose of this toolkit is to set out a consistent approach to measuring the economic and social impact of ACC investment that can be used in future years. It also sets out ways in which current limitations in terms of data can be addressed. In doing so it sets out areas for future consideration and provides a practical guide for supported organisations and projects, and Council Officers to follow.

To date the toolkit has been rolled out to core and development service partners operating in Aberdeen, enabling them to report data relevant to measuring social and economic impact. The aspiration is to use the toolkit to record data linked to all the Council's cultural funding, thus providing an overview of the impact of that funding.

The toolkit is designed to record data for cultural venues, events and time-limited projects, outputting the impact as a value for Gross Value Added (GVA) and Full-Time Equivalent (FTE) roles. Additionally, the toolkit has been designed to calculate a Social Impact with a cash value and linked to wellbeing, education and cultural engagement.

The Council uses this data to inform decision making and to highlight the impact of culture within our society, economically and socially.

## 8. Economic Impacts – Prosperous Economy

The following economic assessment primarily covers the funding allocated to external organisations to specifically operate venues, deliver cultural events and festivals as well as deliver projects through Creative Funding. It is based on the most comprehensive and robust data available at this time using the Cultural Impact toolkit and information and figures provided through external reports.

Investment in infrastructure, small capital improvements and business development support have been excluded (as has TECA). The figures have also discounted, where possible, event and festivals audiences/visitor spend which may be captured within the 'external venues' figures, in order to avoid duplication and double-counting.

	Venues	Events	Creative Funding	Totals
<b>ACC Cultural Funding</b>	£1,537,500.00	£310,000.00	£259,944.00	<b>£2,107,444.00</b>
<b>Other Public Funding</b>	£1,011,666.00	£686,404.00	£236,000.00	£1,934,070.00
<b>Other income/trading</b>	£10,430,446.67		£79,397.00	£10,509,843.67
<b>Total</b>	<b>£12,979,612.67</b>	<b>£996,404.00</b>	<b>£575,341.00</b>	<b>£14,551,357.67</b>

Council investment continues to play a vital role in leveraging additional public funding to the region, the above figures indicates that every £1 of ACC has been matched by £0.91 of other public funding money such as Creative Scotland grants. It is also important to note the significant income generated through these activities, for example the funding to Aberdeen Performing Arts represents only 10% over their total income (which was over £10m in 2018/19, not including capital).

### Employment and GVA Impacts

Supported cultural organisations collective employment equates to around 200 direct full-time equivalents (FTE) jobs. This is a mix of full and part-time permanent employment within either micro (under 10) or small businesses (10–49), with the exception being Aberdeen Performing Arts as medium to large organisation. The direct employment generated £5m GVA per annum. The GVA impact is based on average level of GVA per FTE in Creative, Arts and entertainment activities sector in Scotland (£25,347).

FTE's	Venues	Events	Totals	GVA Impact
<b>Direct</b>	164.1	36.1	200.2	£5,074,469.40
<b>Indirect</b>	53.5	11.8	65.2	£2,2518,458.19
<b>Induced</b>	25.6	5.6	31.3	£1,888,529.15
<b>Total</b>	<b>243.2</b>	<b>53.5</b>	<b>296.8</b>	<b>£9,481,456.74</b>

The organisations' direct employment and GVA impact will multiply through induced and indirect impacts generated by their significant annual expenditure on wages and suppliers, a large proportion of which will be captured in Aberdeen City and Shire (reflecting the catchment area for employees and location of suppliers) and/or in Scotland. Indirect impacts relate to the spend of supported organisations on suppliers, whilst induced impacts relate to the effects of additional spend in the economy by those employed by supported organisations. The wages received by employees and supply chain expenditure will re-circulate in the

economy as result of expenditure by employees and supply chain companies, supporting further jobs. These jobs will also generate GVA.

Creative Funding has been excluded from these calculations due to the scheme’s criteria explicitly supporting temporary projects and prohibiting funding being used towards permanent employment.

### Supporting Artists

In addition to the permanent headcount, external organisations also support temporary employment such as artists and operational staff who are employed over an event/performance period. While the data available is currently limited, it does suggest that there is potential for the scale of temporary employment to be very significant. The table below shows that approximately 1,739 artists have been supported in 2018/19. It is important to note not all the artists supported are ‘professionals’ and classed as temporary employees; a proportion are non-professional or amateur artists involved in delivery activity.

<b>Temporary Employment</b>	<b>Venues</b>	<b>Events</b>	<b>Creative Funding</b>	<b>Totals</b>
<b>Number of artists</b>	670	707	362	<b>1,739</b>

### Visitor Economy Impacts

#### Audience

Audience figures are based on information supplied by venues and organisations as per their reporting commitments. Numbers for venues is primarily based on captured ticket numbers and or booking, although approaches vary depending on venue type. Aberdeen Performing Arts venues account for a significant amount of the overall audiences with 320,612 across its venues. Events and Creative Funding are more reliant on a mixture of tickets, booking and footfall capture depending on the location and type of activity. It is important to stress the numbers do not reflect online audiences.

	<b>Venues</b>	<b>Events</b>	<b>Creative Funding</b>	<b>Totals</b>
<b>Total Audiences</b>	478,188	91,286	39,369	<b>608,843</b>
<b>Est. Day Audiences</b>	435,151	83,070	37,401	<b>555,622</b>
<b>Est. Overnight Audiences</b>	43,037	8,216	1,968	<b>53,211</b>

#### Gross Visitor Expenditure

The nature of visits, and specifically whether a visit is a day trip or an overnight stay, is a critical factor in determining the additional expenditure levels of the audiences of venues and events operated and delivered by Core & Development funded organisations.

Based on evaluation data for cultural events in Aberdeen, it is estimated that day trips to Aberdeen cultural attractions will generate an estimated £33.39 of expenditure outside the venue, on average. Overnight visits will on average generate an estimated spend of £105.13, including both accommodation and non-accommodation costs, e.g. food and drink, shopping, transport, and the average overnight stay is estimated to be for 3 nights (based on Aberdeen visitor insight, International Passenger Survey 2017) This expenditure does not include spend at venues, including ticket purchase; this forms part of the organisational turnover, and the associated impacts, in terms of employment and GVA, are captured through the organisational impact assessment.

Gross Visitor Spend	Venues	Events	Creative Funding	Totals
Day	£14,529,694.56	£1,260,791.04	£567,638.35	£16,358,123.95
Overnight	£13,564,821.20	£1,177,755.32	£329,227.74	£15,071,804.25
<b>Total</b>	<b>£28,094,515.76</b>	<b>£2,438,546.36</b>	<b>£896,866.08</b>	<b>£31,429,928.20</b>

### Gross Additional Visitor Expenditure

The level of expenditure to funded cultural venues and events is considerable, **£31.42m**. However, it is important to recognise that a proportion of this expenditure is not additional to the economy. Rather, some is potentially generated by displacing expenditure that would have occurred elsewhere in the local economy anyway.

The industry standard methodology to deduce 'additional spend' is to remove the expenditure by those living in the local area. As might be expected, day visits by those from Aberdeen city or Aberdeenshire are estimated to make up a considerable proportion of visits each year – around 91%. Those from outside the local area account for the majority of overnight visits, and around 7% of total visits.

	Totals
Day	£538,490.88
Overnight	£11,918,281.38
<b>Total</b>	<b>£12,456,772.27</b>

### Net Additional Visitor Expenditure

In order to estimate the total net impact across all of the external funded organisations, two adjustment factors are required. The first is to account for potential double counting of audience numbers across the venues, with a number likely to go to two or more attractions. This is likely to be high given the relatively compact nature of Aberdeen city centre, and the use of venues for events and festivals or other co-productions and presentations. The second is to take account of members of the audience who are in Aberdeen primarily for another purpose, such as a sports events or a business conference and then partake in a cultural activity whilst there meaning that the visit spend is not driven by or attributable to culture.

It is assumed that overall expenditure will be reduced by some 50% when multiple visits to supported cultural attractions are considered and by a further 30% when account is taken of another primary reason or purpose for the visit. These deductions result in a net visitor expenditure of **£4.35 million** in 2018/19.

Total Gross Additional Expenditure	£12,456,772.27
Discounted for visiting multiple venues as part of same trip	£6,228,386.13
Discounted to take account of visits for another primary purpose	<b>£4,359,870.29</b>

## Employment and GVA impact Supported by Visitor Spend

The net additional tourism expenditure attributable to cultural venues and events further increases the economic contribution to Aberdeen's economy supporting jobs and GVA in the wider visitor economy. Applying benchmarks on the level of turnover required to support an FTE job in the visitor economy, it is estimated that the spend supports 78 additional FTE jobs and further £3 million additional GVA in 2018/19

	<b>FTE's</b>	<b>GVA</b>
<b>Direct</b>	56.5	£1,890,771.45
<b>Indirect</b>	13.9	£595,376.88
<b>Induced</b>	7.5	£514,507.97
<b>Total Impact</b>	<b>78</b>	<b>£3,000,656.29</b>

## 9. Social Impacts

### Volunteer Impacts

#### Earning Equivalent and wellbeing impacts

	<b>Venues</b>	<b>Events</b>	<b>Creative Funding</b>	<b>Totals</b>
<b>Total Unique Volunteers</b>	97	174	413	<b>684</b>
<b>Total Volunteer hours</b>	6,016	1,577	16,491	<b>24,084</b>
<b>Total earning equivalent impacts</b>	£80,794.88	£21,179.11	£221,474.13	<b>£323,448.12</b>
<b>Total Volunteer wellbeing impacts</b>	£371,812.00	£455,280.00	£1,566,922.00	<b>£2,394,014.00</b>

### Wellbeing Impacts

While participating and engaging in arts and culture has long been recognised as a key outcome benefit it has historically been more difficult to apply a robust methodology to translate this value into a financial return or universally recognised metrics. There has however been some movement on this front with the considerable amount of research that has been undertaken to deduce the financial value of cultural activity as a measure to reduce demand on public health services.

Research conducted on behalf of the Department for Culture, Media and Sport (DCMS) has determined that engagement in culture and the arts can bring a range of health and education benefits, which in turn generate a financial return in terms of savings to the public purse and personal financial gains. These benefits may be realised through:

- A reduction in accessing health services such as GPs or mental health support; and/or
- Increased likelihood of attending further/higher education.

These benefits are translated into a set of benchmarks, as follows:

- Estimated per person annual NHS cost savings

£5.07 for those who engage with the arts as an audience member, due to predicted reductions in GP visits

£6.84 for those who engage with the arts as an audience member, due to predicted reductions in psychotherapy usage

One in five patients visit a GP for a problem that needs a social solution, not a medical solution. These problems include loneliness, confidence issues, housing worries and debt. These visits cost the equivalent of 3,750 doctors' salaries every year.

· Estimated per person lifetime benefits as a result of increased likelihood of attending further/higher education as a result of actively participating in arts (distinct from being an audience member)

£2,380 private benefit, in terms of increased wages for the individual

£791 public benefit, in terms of increased tax receipts

These benchmarks can be applied to known audience and participation figures across ACC-supported activity, applying the following assumptions:

- 'Engagement' translates to two visits as an audience member, or two instances of participation, to realise a benefit;
- A lifetime benefit assumes an average working life of 49 years, and assumes two instances of participation per year to realise a benefit; and
- Only half of audience members and participants will realise benefits.

Applying this methodology to the audience and participant figures of the supported external cultural organisations generates an audience wellbeing impact to the value of £1.81m. Health and Wellbeing impacts from participation is also significant, £673,063 net benefit per an annum, £32.9m when extended over a lifetime.

### Audience Wellbeing Impacts

	Venues	Events	Creative Funding	Totals
<b>Total gross savings</b>	£2,847,609.54	£543,608.13	£234,442.40	£3,625,660.07
<b>Total net savings, after discount</b>	£1,423,804.77	£271,804.07	£117,221.20	<b>£1,812,830.03</b>

### Participant Impacts

<b>Total Participant beneficiaries</b>	<b>44,179</b>
<b>Total gross lifetime benefits</b>	<b>£65,960,236.14</b>
<b>Total net lifetime benefits, after discounting</b>	<b>£32,980,118.07</b>
<b>Total net benefits annualised</b>	<b>£673,063.63</b>

## 10. Cultural Impacts: Prosperous Place

Culture plays an important part in how Aberdonians view the city and how Aberdeen is perceived by the rest of the world. 2018/19 saw a large amount of press coverage linked to cultural activity across the city, covering festivals, art exhibitions, capital developments and tourism. Most notably the reopening of the Music Hall and the Nuart Festival received a large amount of press attention across regional and national media. The city's 10-year cultural strategy, 'Culture Aberdeen' was also covered in the press and was praised by Creative Scotland for the democratic process undertaken to develop it as well as the bold and exciting vision it sets out for the future of the city and wider region.

Many of the city's organisations and events received recognition and accolades for their work in 2018/19. Aberdeen Performing Arts renovation of the Music Hall won the prestigious Royal Institute of Chartered Surveyors award for Community Benefit in Scotland and was a finalist for the UK, as well as being nominated for Royal Incorporation of Architects in Scotland Conservation and Climate Change Award and Outstanding Venue in the 2019 Herald Scottish Culture Awards. APA's Granite Noir crime writing festival was also nominated for Outstanding Cultural Event for the 2018/19 edition.

Partner organisations also instigated projects which contribute to Placemaking in Aberdeen and which will have an impact on the sustainability of the culture sector. Peacock Visual Arts received funding through the Aberdeen Place Partnership to commence a pioneering Curatorial Fellowship to develop curatorial practice in the region. This provided a paid opportunity for young curators working across north-east Scotland to develop their practice in a critical and supportive environment.

Citymoves continued their National Lottery funded 'Project Strive' work which included providing dance workshops to schools in and community centres, as well as areas of multiple deprivation. Additionally, Project Strive saw Citymoves running dance classes in Peterhead Prison.

Belmont Cinema developed their Young Programmers initiative, including a mini-festival as part of Scotland's Year of Young People allowing them to develop marketing skills alongside programming.

Look Again launched their new project space on St Andrew Street, providing a programme of high-quality exhibitions, talks and workshops for the public and the creative sector. They also developed a Creative Accelerator mentorship programme offering a 12-week intensive support package to creative businesses or individuals looking to grow and sustain their activities going forward.

This snapshot of work across the city's cultural organisations demonstrates the placemaking potential of creative activity and how organisations positively contribute to the sustainability of the sector, as well as the perception of the city. Many of these projects align with LOIP outcomes around supporting employability for young people, increasing creative industries or improving wellbeing in priority areas.

## 11. The Year Ahead

For 2019/20, Aberdeen City Council has continued to fund a significant level of cultural projects and organisations, though in-line with Council wide savings there has been reductions, leading to some grants being reduced on average between 10% to 40% and in other cases stopped altogether. To support organisations facing a more challenging financial environment the Council has run the Building Resilience programme, advice and small grants to enable organisation to take an assets-based approach to test alternative operating models to increase efficiencies and/or identify new income streams. Despite these challenges the Council has continued to support culture, with several milestone projects being delivered as a result of this funding, which will have a last legacy for the City's cultural offer.

The highlight of this year is undoubtedly the reopening of Aberdeen Art Gallery following the completion of a major transformation project. Opened on Saturday 2<sup>nd</sup> November, the refurbished gallery features an entirely new floor and reconfigured galleries, improved accessibility and hosting major touring exhibitions as well as the permanent collection. Music lovers will also be pleased to see the return of the Cowdray Hall concert space. The hall which has played host to many BBC classical recordings due to its warm acoustics will welcome back a busy programme of concerts and recitals starting with the 2019 Sound Festival.

2019/20 has also seen the new exhibition and conference centre open beside Aberdeen Airport. P&J Live (TECA) has already welcomed a host of events and concerts including Offshore Europe, Alice Cooper and Russell Howard, and will end the year hosting the prestigious BBC Sports Personality of the Year Award.

Scotland's Festival of Light, Spectra, will return in February 2020 illuminating the city centre with large scale installations and interactive pieces. The festival, winner of multiple Drum Scottish Event awards, took a break in 2019 to set out plans to ensure the event became more sustainable and offering more opportunities to local creatives, while building on its reputation as Aberdeen's most family friendly cultural event, lighting the city up in the depths of winter.

## Benchmarks and assumptions used from standard datasets

Data	Variable/definition/ assumption	Source	Date	Update frequency	Notes
Proportion of full-time employment	Cultural Creative industries (Scottish Growth Sector definition)	BRES	2017	Annually	<a href="http://www.nomisweb.co.uk/">http://www.nomisweb.co.uk/</a>
GVA per head	SIC 90 Creative services	Scottish Annual Business Statistics	2017	Annually (2-year time lag)	<a href="http://www.gov.scot/Topics/Statistics/Browse/Business/SABS">http://www.gov.scot/Topics/Statistics/Browse/Business/SABS</a>
Total employment	SIC 90 Creative services	Scottish Annual Business Statistics	2017	Annually (2-year time lag)	<a href="http://www.gov.scot/Topics/Statistics/Browse/Business/SABS">http://www.gov.scot/Topics/Statistics/Browse/Business/SABS</a>
Employment multipliers, Type I & II	SIC 90 Creative services	Scottish Input-Output Tables	2017	Annually	<a href="http://www.gov.scot/Topics/Statistics/Browse/Economy/Input-Output">http://www.gov.scot/Topics/Statistics/Browse/Economy/Input-Output</a>
GVA multipliers, Type I & II	SIC 90 Creative services	Scottish Input-Output Tables	2017	Annually	<a href="http://www.gov.scot/Topics/Statistics/Browse/Economy/Input-Output">http://www.gov.scot/Topics/Statistics/Browse/Economy/Input-Output</a>
GVA per head	SIC 55-56 Accommodation and food service activities	Scottish Annual Business Statistics	2017	Annually (2-year time lag)	<a href="http://www.gov.scot/Topics/Statistics/Browse/Business/SABS">http://www.gov.scot/Topics/Statistics/Browse/Business/SABS</a>
Total employment	SIC 55-56 Accommodation and food service activities	Scottish Annual Business Statistics	2017	Annually (2-year time lag)	<a href="http://www.gov.scot/Topics/Statistics/Browse/Business/SABS">http://www.gov.scot/Topics/Statistics/Browse/Business/SABS</a>
GVA per head	SIC 90-93 Arts, entertainment and recreation	Scottish Annual Business Statistics	2017	Annually (2-year time lag)	<a href="http://www.gov.scot/Topics/Statistics/Browse/Business/SABS">http://www.gov.scot/Topics/Statistics/Browse/Business/SABS</a>
Total employment	SIC 90-93 Arts, entertainment and recreation	Scottish Annual Business Statistics	2017	Annually (2-year time lag)	<a href="http://www.gov.scot/Topics/Statistics/Browse/Business/SABS">http://www.gov.scot/Topics/Statistics/Browse/Business/SABS</a>
Audience numbers	Discounting for audience members making visits to other attractions	n/a	n/a	n/a	Assumed 50%
Audience numbers	Discounting for audience members	n/a	n/a	n/a	Assumed 30%

	coming to Aberdeen for other non-cultural reason					
Average (median) hourly wage	Aberdeen	Annual Survey of Hours and Earnings	2019	Annually	<a href="http://www.nomisweb.co.uk/">http://www.nomisweb.co.uk/</a>	
Value of volunteering	Value of volunteering to volunteers that work regularly	Social Value Lab Research	2019	n/a	<a href="http://www.globalvaluexchange.org/">http://www.globalvaluexchange.org/</a>	
Volunteers	Discounting to estimate number of volunteers that work regularly	n/a	n/a	n/a	Assumed 50%	
Health & wellbeing impacts	Savings on reduction in GP visits	DCMS/Simetrica	2015	n/a	DCMS/SIMETRICA (2015) Further analysis to value the health and educational benefits of sport and culture	
Health & wellbeing impacts	Savings on reduction in accessing mental health services	DCMS/Simetrica	2015	n/a	DCMS/SIMETRICA (2015)	
Education benefits	Wage increase as a result of increased likelihood of attending FE/HE	DCMS/Simetrica	2015	n/a	DCMS/SIMETRICA (2015)	
Education benefits	Tax receipt increase as a result of increased likelihood of attending FE/HE	DCMS/Simetrica	2015	n/a	DCMS/SIMETRICA (2015)	

## Accreditations

Music Hall Image credit: David Barbour Photography.

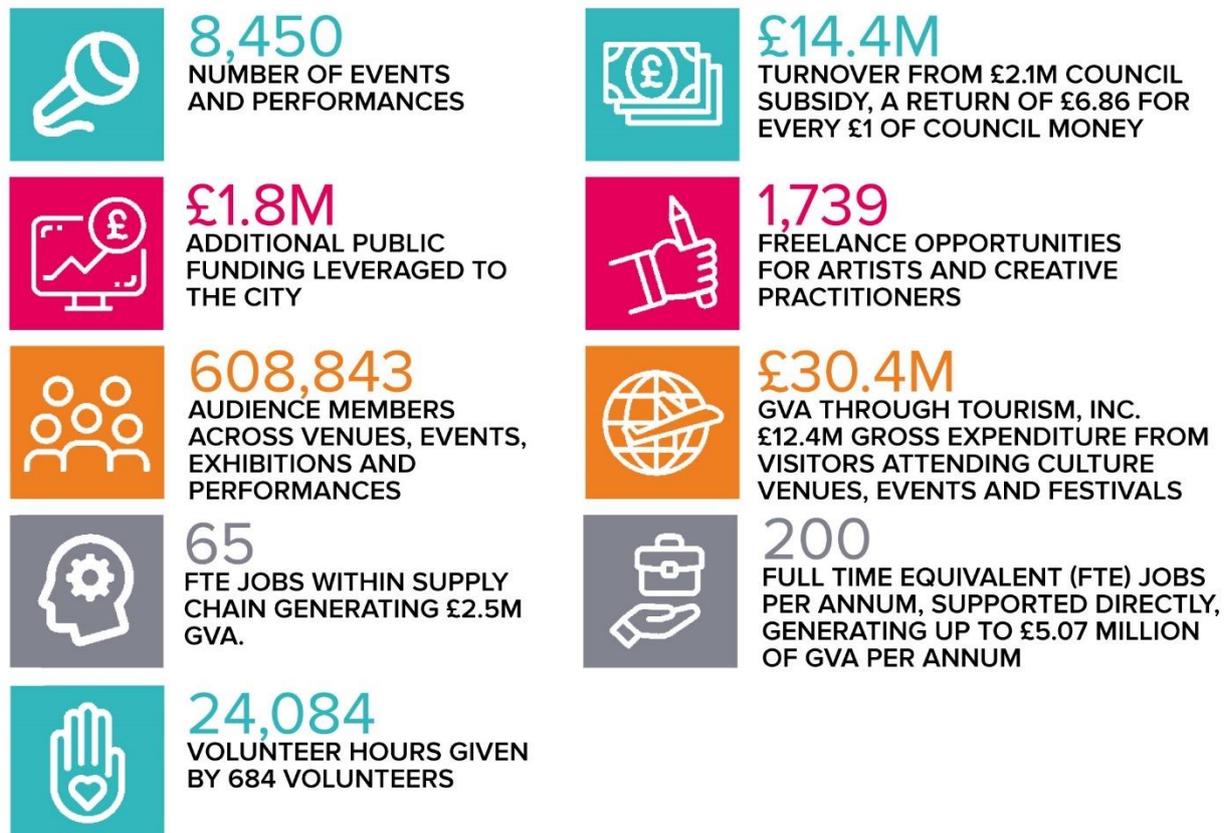
Thanks to all cultural partners and services for providing information and data to complete this report.

This report was produced by the Cultural Policy and Partnerships team, Aberdeen City Council

For further information on this report please contact:

Mark Bremner [markbremner@aberdeencity.gov.uk](mailto:markbremner@aberdeencity.gov.uk)

## Support to local cultural organisations, groups and artists generated:



## Council Cultural Services

