

Regeneration Impacts of Cultural Projects: some illustrative examples

"Culture can help an area by changing its perception of itself and its future and by the direct provision of employment, but that is not enough. Regeneration is not just about shiny new buildings and employment: it is about a change of attitude and opinion."

(Fred Manson, ex-Director of Regeneration and Environment for Southwark, quoted in *Locum Destination Review*, Winter 2001)

Tate Modern

- Estimated economic benefit of around £100 million, £50-£70 million of which is specific to Southwark
- Created (directly and indirectly) a total of around 3,000 jobs in London, 467 of which are directly related to the Museum
- Led to a 23% increase in the number of hotel and catering businesses in the local area, between 1997 and 2000

Eden Project

- Attracted 1.6 million visitors between March and November 2001. Of the 1.1 million visitors who stayed overnight during this period, nearly half were influenced to come to the area as a result of the Project
- Generated additional expenditure of around £111 million in the South West region
- Created (directly and indirectly) a total of around 5,450 jobs in the South West region, 435 of which are directly related to the Project

Baltic Centre and Gateshead

- The Baltic Centre - opened in July 2002 - is part of a 15 year, £250 million regeneration programme for Gateshead, which includes the award winning Millennium Bridge and the Sage Gateshead, a £70 million music centre due for completion in 2003
- The regeneration programme is estimated to create 1,840 new homes and 1,500 new jobs

The Lowry Centre

- "The City is not rejecting its flat cap and pipe puffing past. Rather it has found confidence to build a new identity upon its industrial heritage. The Lowry will transform Salford, by capturing its grimy past and gleaming future" (The Times, 29 April 2000)
- Acted as a catalyst for the redevelopment of Salford Quays – estimated to have attracted over £100 million of new investment in retail, leisure and residential developments to the local area
- Salford Quays has become a significant local employer – there are currently over 10,000 people working there

Splash Extra Schemes

- Organised sports and cultural programme contributed to an average 5.2% decline in local crime rates between July and September 2002