

**ENJOY
TEES VALLEY**

FESTIVALS & EVENTS INVESTMENT 2021-2026



THE VISION

The Festivals & Events Investment Framework is a guide to Tees Valley Combined Authority's approach to growing the live events ecology and resulting impacts throughout the lifetime of its Growth Programme for the Creative & Visitor Economies (2022 – 2026). The Vision below looks further into the future, setting the scale of ambition and aspiration which will drive programme delivery and ensure that sustainability and long-term change are a core focus in decision-making.

In 2032, the Tees Valley is a region recognised nationally and internationally for its exciting, high-quality and distinctive cultural programmes, events and festivals. Throughout the year, local communities and visitors to the region are drawn to a diverse calendar of activity which has evolved through concentrated support for the region's festival businesses, creative producers and production capabilities. A number of high-profile indigenous festivals are annual highlights, attracting growing and repeat visitors and providing nurturing and influential platforms which showcase local talent, skills and businesses. These festivals

have grown in the light of the Tees Valley – they take inspiration from the landscape, they share the stories and social heritage of the region with wider audiences and they create opportunities for local communities. The growth and leadership of these flagship festivals have inspired and supported the development of other smaller indigenous festivals which further celebrate the diversity, creativity and expression of the Tees Valley and its communities. Music, visual arts, new forms of digital delivery and food & drink are genres for which the region has become known and which enhance audience experiences.

Catalysing and building on the foundations laid by this year-round array of festivals are visiting events which further raise the profile of the region. These recognisable brands, although temporary features of the calendar, feel rooted in place due to the commitment of organisers to working with Tees Valley businesses and providers. Carefully selected for the additionality they offer, thematically they reflect the destination strengths and proposition of the area – the mighty river Tees and the coast, walking, cycling, outdoor adrenaline activities, the natural environment and culture.

Across the festivals and events ecology, partnerships have been brokered with private sector hospitality businesses. As a result, visitors are staying longer and spending more money in the region. The festivals and events calendar draws them in, captures their imaginations and encourages them to explore. Engagement with other sectors has led to a strengthened culture of sponsorship and reciprocal corporate-social relationships which have diversified festival business models and created additional benefits for the Tees Valley's communities and workforce.



HEADLINE TARGETS

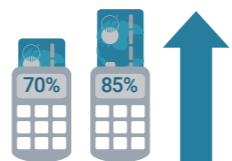
Contribution to visitor economy growth of £100m by 2026



30% increase in visitors from outside the Tees Valley to festivals and events



Increase **staying** visitors from **11%** to **14%** of the total

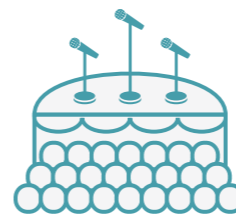


Increase day visitor **spend to 85%** of the England average (from 70% in 2019: £26.01)



Increase **staying** visitor spend to **England average**

From 89% in 2019: **£173.97**



Grow Arts Council England investment in regional festivals by 8%



Grow earned income of regional festivals by 5%



Increase in number of Tees Valley Arts Council England, National Portfolio Organisations



Increase audiences with disability or long-term health condition to 20.8% from 12.5%



GROWING OUR OWN:

OBJECTIVE

Supporting the sustainable development and growth of regionally distinctive, high-growth potential indigenous Tees Valley festivals and the businesses that deliver them

MECHANISM FOR INTERVENTION

Open Call: Festivals Scale-Up Fund

POLICIES

- ▶ Combine financial investment with access to business support and advice
- ▶ Promote knowledge exchange and collaboration
- ▶ Support organisations to diversify in representation, reach and relevance
- ▶ Strengthen skills and leadership
- ▶ Support the development of robust business models and diversified income streams
- ▶ Provide multi-year support to enable step-changes
- ▶ Leverage increased investment from external partners
- ▶ Reduce reliance on Tees Valley Combined Authority investment
- ▶ Take a portfolio approach to grow calendar balance and ensure geographic, diverse and programme representation

Identifying and stimulating responses to gaps / opportunities in the annual festivals offer in order to support visitor economy growth and engage with priority markets

CHALLENGE FUNDS:

- ▶ Culture collectives (Year 1)
- ▶ The Great Outdoors (Year 1)

- ▶ Prioritise themes identified in the DMP with a view to maximising visitor economy impacts and supporting sustainable sector growth:
 - Water & the river
 - Walking & cycling
 - Adrenaline activities
 - Food & drink
 - Culture
- ▶ Develop products which respond to priority markets as identified in the DMP:
 - Families
 - Adventure seekers
 - Free & easy mini-breakers
- ▶ Promote knowledge exchange and collaboration
- ▶ Support organisations to diversify in representation, reach and relevance
- ▶ Provide multi-year support to enable step-changes

Recognising the value and importance of volunteers to the region's events and festivals infrastructure and developing regional models which promote advocacy, skills development and civic pride

For consideration through other programme strands along with consideration of match-funding opportunities and Challenge Funds

- ▶ Support the development of existing successful programmes and structures
- ▶ Encourage networked approaches and shared methodologies to grow a community of festivals and events ambassadors
- ▶ Prioritise opportunities for diversifying representation from those with protected characteristics
- ▶ Encourage approaches which offer formal recognition of skills developed – especially for those not in work and / or young people

Attracting high-profile existing event brands to accelerate visitor economy growth, raise the profile of the region and transform external perceptions

Bidding / incentivising in partnership with Local Authorities

- ▶ Prioritise themes identified in the DMP with a view to maximising visitor economy impacts and supporting sustainable sector growth:
 - Water & the river
 - Walking & cycling
 - Adrenaline activities
 - Culture
- ▶ Prioritise products which will create opportunities for local supply chains
- ▶ Prioritise products which will stimulate longer-term outcomes for local ecologies
- ▶ Work closely with Local Authority partners to identify opportunities; develop coordinated responses, and maximise opportunities for Tees Valley-wide impacts

CROSS-CUTTING PRIORITIES:

▶ Ensure accessibility is designed into festival and event plans

▶ Ensure environmental consciousness and leadership is developed and implemented

▶ Grow diversity and representation of practitioners and communities with protected characteristics



STOCKTON-
ON-TEES

HARTLEPOOL

REDCAR &
CLEVELAND

DARLINGTON

MIDDLESBROUGH

**ENJOY
TEES VALLEY**



TEES VALLEY
COMBINED
AUTHORITY

**TEES VALLEY
MAYOR**