



# THE VALUE OF THE ARTS TO DERBY

**FIVE REGULARLY FUNDED ARTS ORGANISATIONS OF DERBY HAVE COME TOGETHER TO ESTIMATE THEIR ECONOMIC VALUE TO THE CITY OF DERBY.**

**DÉDA | DERBY LIVE | FIRST MOVEMENT  
QUAD | SINFONIA VIVA**

- These Regularly Funded Organisations generate £14.4 million pounds for Derby.
- They support over 300 jobs.
- Have audiences of over 765,000 pa.
- Public investment in the arts reaps huge rewards.
- For every £1 invested by Derby City Council over £11 is generated.
- For every £1 invested by Arts Council England over £13 is generated.

This is only a small sample of the sector but we believe it demonstrates that the arts in Derby represent phenomenal value for money.

**The arts:**

- are vital to the city's growth
- improve quality of life
- raise profile
- attract inward investment.

**DERBY WOULD BE A MUCH POORER PLACE WITHOUT US.**

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# déda

- DÉDA is the only dedicated dance house in the East Midlands.
- DÉDA offers 1693 dance classes per year.
- DÉDA presents 70 performances per year excluding external projects.
- DÉDA reaches an annual audience of 70,000 people through its various programmes.
- Has a local, regional and national profile.



First Movement has been working in Derby since 1988:

- promoting well being by extending arts provision to people with severe and profound learning disabilities
- enabling hundreds of people to engage in long-term projects that fully reflect the time needed to transform people's lives
- inventing new arts technologies around disabled people that provide access to creativity
- introducing the space age Level Mobile Studio to create state of the art creative technology facilities
- developing real time collaborations between people living miles apart through its world leading Level Project.



- QUAD is an £11million centre for art and film
- QUAD has attracted over 300 000 visitors since opening
- QUAD has generated over £700 000 worth of media profile for Derby since opening
- QUAD presents over 2000 screenings and events each year
- QUAD works with local, national and international artists and organisations including Hayward Gallery (London), TATE (London) and legendary film star John Hurt CBE etc.

# Derby LIVE

With a multi-million pound turnover and in excess of 700 performances a year, Derby LIVE is one of the busiest and most successful performing arts organisations in the UK, its operation includes:

- The Management and programming of the Assembly Rooms, Guildhall Theatre and, in partnership with the University of Derby, Derby Theatre.
- The creation in-house of 7 high quality theatre productions each year.
- A full participation and education programme including Derby LIVE's Youth and Community Theatre groups.
- The programming and management of large scale outdoor events in the city including the Darley Park Concert, the UK's largest free outdoor classical concert.
- Programming Derby's annual International Classical Concert Series, Derby's Traditional Music and Arts Festival and the annual pantomime at the Assembly Rooms with an audience of 40,000.



- Last year sinfonia ViVA delivered 11,244 education sessions to 4,560 young people.
- sinfonia ViVA's Arts Based Training work with Rolls-Royce is national award winning activity
- sinfonia ViVA is the headline act at Britain's largest free outdoor classical concert attracting audiences in excess of 30,000 from the city and across the country each year.
- Orchestras Live, a national development agency for orchestras, cites the relationship between sinfonia ViVA and Derby City Council as a model of good practice.
- sinfonia ViVA attracts artists of national and international standing to the City to work not only on the concert platform, but also in the heart of communities across the city.



# METHODOLOGY

The 5 organisations have gathered key economic facts about themselves and worked out their impact on the city as a result.

### They key facts we gathered were:

- Total spend of the organisations
- How much of that money is spent in the city of Derby
- How many staff we employ
- What audiences do we attract

### Using simple calculations based on recognised Economic Impact Study methods we can show:

#### Total Economic Impact

Spend with local suppliers	2,504,332
Day Visitor Spend	7,293,700
Overnight stays	4,553,750

Estimated Economic Impact is therefore 14,351,782

#### Employment

Indirectly sustains	144 fte jobs
Directly Sustains	165 fte jobs
<b>Total</b>	<b>309</b>

#### DCC investment leverage

Directly per pound investment (ppi)	£4.86
Indirectly ppi	£6.46
<b>Total</b>	<b>£11.33</b>

#### ACE investment leverage

Directly ppi	£5.61
Indirectly ppiQ	£7.46
<b>Total</b>	<b>£13.07</b>

#### Notes

We estimate that 95% of visitors are day trippers and 5% are overnight stays.

Spend per head outside these organisations is £10 for day tripper and £125 for overnight stays.

SME Statistics for the UK indicates £100k of turnover is required to sustain 1 job.