

2017 International survey of the North East's arts and heritage sector

By: Teresa Kirby, Manager, North East Culture Partnership

Introduction

Following the first international survey conducted by the North-East Culture Partnership (NECP) in 2015, NECP commissioned Candle and Bell to produce a film about the international working of the North East's arts and heritage sector:

<https://www.youtube.com/watch?v=C0TEVTa-5Bc&feature=youtu.be>

Summarising James Ramsbotham (Chief Executive, North East Chamber of Commerce) from this film, businesses come from all over the world to invest in the North East, and the quality of our culture sector is important to their decision to come.

In autumn 2017, NECP conducted a second survey to see whether, and how, the international landscape had changed. The 2017 survey was issued as a Survey Monkey format to NECP's mailing list, and via NECP's Twitter account. **69 people/organisations answered the questions about transnational partnerships vs. the 45 who replied to the 2015 survey (a 53% increase).** 36 of the respondents (52%) in the 2017 survey also completed the 2015 survey.

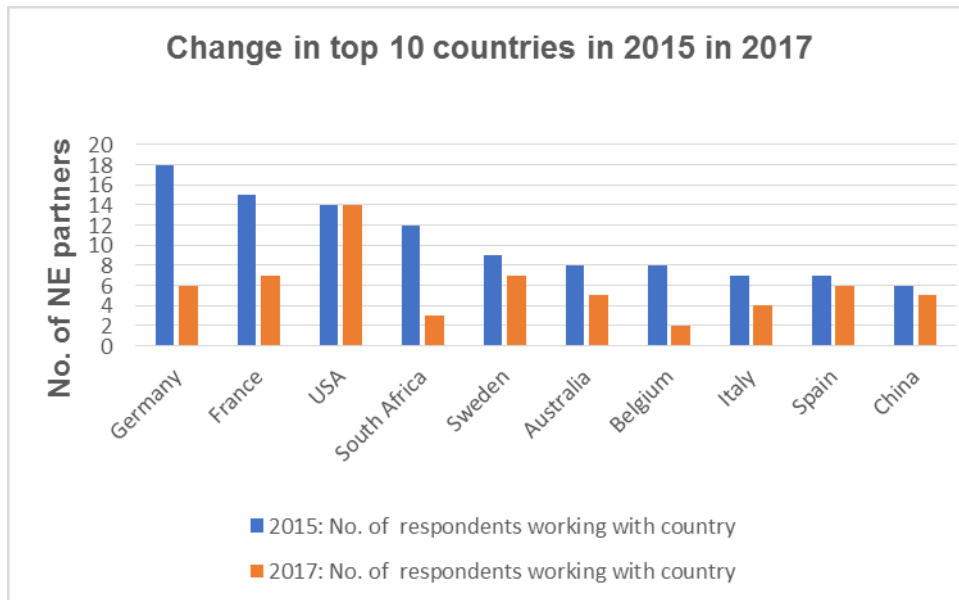
Results

Top 10 countries in 2017 survey:

Now	2017: No. of respondents working with country	Next 5-10 years	2017 survey: No. of respondents	Next 10-15 years	2017 survey: No. of respondents
USA	14	Germany	11	Germany	6
France	7	France	8	USA	5
Sweden	7	Netherlands	8	Netherlands	4
Germany	6	USA	8	Spain	4
Spain	6	Australia	6	China	3
Australia	5	China	6	Ireland	3
China	5	Sweden	6	Sweden	3
Denmark	5	Denmark	5	Australia	2
Netherlands	5	Italy	5	Belgium	2
Italy	4	Spain	5	Chile, France, Mexico, S. Africa each have:	2

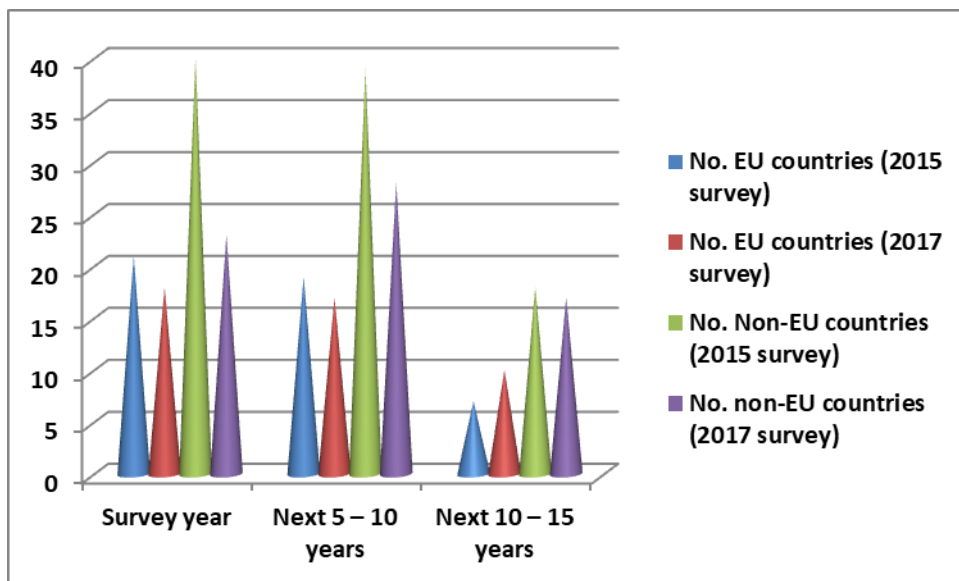
According to the 2017 survey, the top six countries across all three time periods are: USA (27), Germany (23), Netherlands (17), France (17), Sweden (16), and Spain (15).

As in 2015, Germany remains the most popular country to work with over the next 5-10, and 10-15, years. Although the order changes, the top 10 across all three time periods contain the same countries. In the 2017 survey, Denmark and Italy are predicted to leave the top ten in the 10-15 year period.



The table below shows how many countries respondents work with, or plan to work with, for each time-period, in the 2015 and 2017 surveys:

Time period	No. of countries worked with (2015 survey)	B R E X I T	No. of countries worked with (2017 survey)	No. EU countries worked with (2015 survey)	No. Non-EU countries worked with (2015 survey)	No. EU countries worked with (2017 survey)	No. non-EU countries worked with (2017 survey)	% change in no. countries worked with 2015-2017	% change in EU countries worked with 2015-2017	% change in non-EU countries worked with 2015-2017
Survey year	61	2 0 1 6	41	21	40	18	23	-33%	-14%	-42.5
Next 5 – 10 years	58		45	19	39	17	28	-22%	-11%	-28.2
Next 10 – 15 years	25		27	7	18	10	17	8%	43%	-5.6



Of immediate concern is the 33% reduction in the number of countries currently being worked with by respondents in this survey compared with 2015. However, when the EU: non-EU partnership working is broken down, it shows only a 14% reduction for the EU – and this is due to the absence of Slovakia, Luxembourg and Austria. In addition, a 43% growth in EU working is predicted by 2017 respondents during the next 10-15 years, compared with 2015. Therefore, despite Brexit, the NE arts and heritage sector continues to work with the EU and, indeed, is predicting to collaborate more with the EU over the next 10-15 years.

The 69 respondents in this survey worked with 41 countries in 2017: Australia, Bangladesh, Belgium, Botswana, Brazil, Canada, China, Colombia, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, India, Iraq, Republic of Ireland, Italy, Kenya, Kosovo, Lithuania, The Netherlands, Norway, Palestine, Poland, Romania, Russia, Serbia, Singapore, Slovenia, South Africa, Spain, Sweden, Syria, Turkey, Ukraine, USA, and Zimbabwe.

The respondents to the current survey, compared with 2015, are not currently working with: Austria, Cuba, Ghana, Hong Kong, Indonesia, Iran, Israel, Japan, Luxembourg, Macedonia (FYROM), Malaysia, Mexico, New Zealand, Nigeria, Philippines, Rapa Nui, Qatar, Slovakia, South Korea, Switzerland, Tanzania, Thailand, United Arab Emirates or Venezuela. Only three of these countries are members of the EU.

However, 6 additional countries are now being worked with, compared with 2015: Botswana, Colombia, Iraq, Lithuania, Turkey and Zimbabwe.

In both surveys, it was challenging for respondents to predict which countries they might be working with over the next 10-15 years. However, it was encouraging to see an increase from 18 to 25 of respondents completing this part of the survey, suggesting that NE arts and heritage organisations are now more engaged in long-term planning in the international arena.

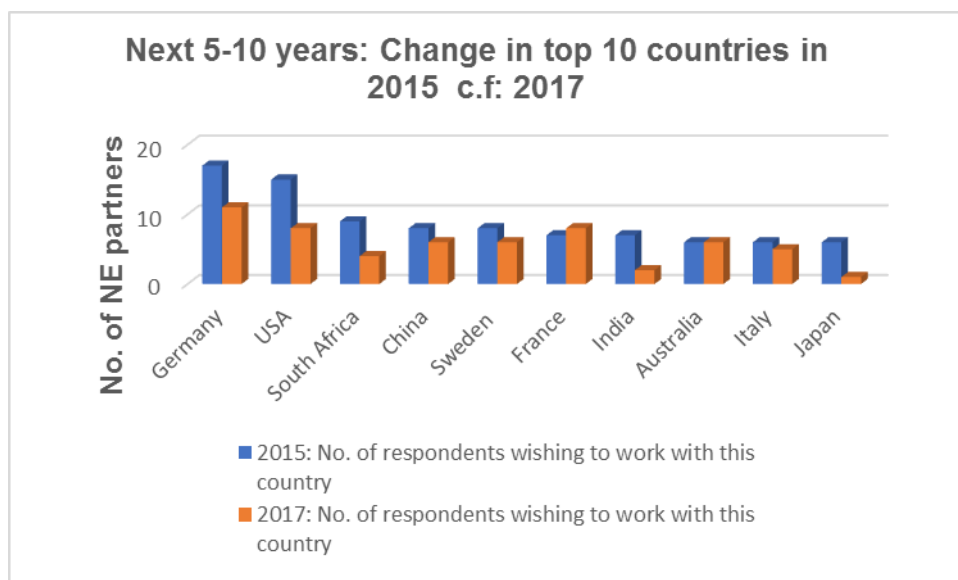
How the top 10 countries to work with have changed between the 2015 and 2017 surveys

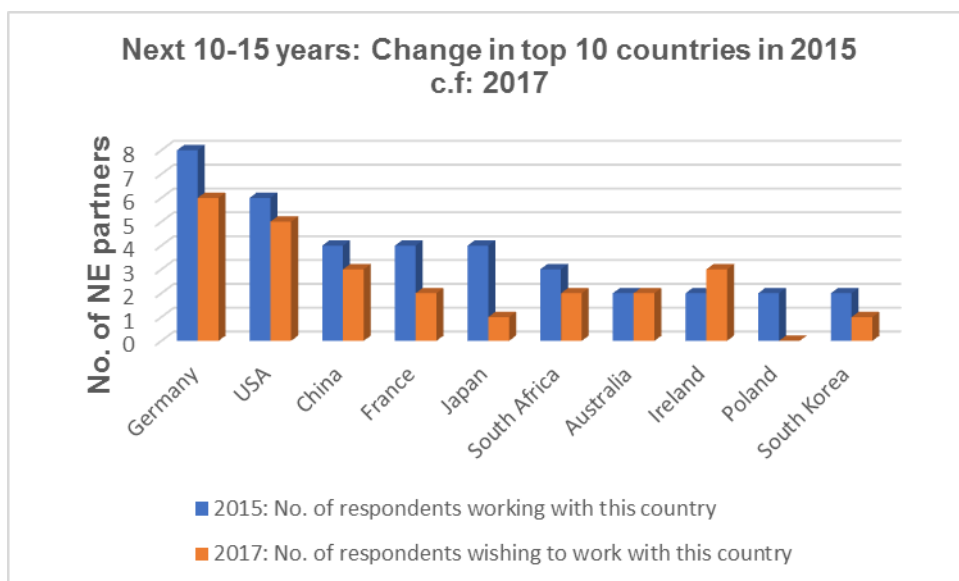
NECP then compared the results of the 2015 with the 2017 survey, to discover the changes in the top 10 most popular countries for NE arts and heritage organisations to work with:

Top 10 countries in 2015 survey:

Now	2015: No. of respondents working with this country	Next 5-10 years	2015 survey: No. of respondents	Next 10-15 years	2015 survey: No. of respondents
Germany	18	Germany	17	Germany	8
France	15	USA	15	USA	6
USA	14	South Africa	9	China	4
South Africa	12	China	8	France	4
Sweden	9	Sweden	8	Japan	4
Australia	8	France	7	South Africa	3
Belgium	8	India	7	Australia	2
Italy	7	Australia	6	Ireland	2
Spain	7	Italy	6	Poland	2
China	6	Japan	6	South Korea	2

The following graphs show the changes for the two future time periods, between the two surveys:





Discipline analysis

Organisations were asked which discipline they fitted into, with several organisations involving more than one discipline. The following table shows that this latest international survey does cover a broad spectrum of art and heritage specialisms:

Combined arts	Dance	Literature	Museums	Music	Theatre	Visual Arts	Heritage	Not discipline specific	Other
27	11	10	10	15	15	23	10	6	11

Types of international working projects in 2017

The 39 respondents who worked internationally in 2017 were involved in 120 projects in the following categories: Art fairs (3), Artist-in-residence (11), consultancy (9), Creative Europe (1), incoming visits (15), other (13), performances (19), project partnership (39), staff development (6), staff exchange (2), tour (2).

Support needed for international working

NECP also asked what additional support would help NE arts and heritage organisations with their international working.

Responses included:

1. **Funding** was cited as the principal factor in overcoming the barriers to international working. The sector highlighted the need for:
 - Funding to support networking and trade missions, and for researching and developing international opportunities;
 - Funding to attend the key international trade fairs;
 - Funding for bursaries;

- Funding for travel – one National Portfolio Organisation (NPO) advised that they cannot apply to Arts Council England (ACE)/British Council for this.
 - Money to support hosting European bands coming to the NE. One NE organisation attended a festival in Amsterdam and received €1200 towards their travel and accommodation costs, free tram passes and all evening meals. They would like to be able to offer something similar to invite bands to the NE;
 - Funding streams to be made available to support smaller arts organisations who are not NPO funded and enable them to access bigger funds than Grants for the Arts. “Current international funding from ACE is not for those with experience of international working”, one organisation said.
 - Additional funds to increase scale and reach of work.
2. **Brexit:** Concerns were expressed about the impact of leaving the EU on international work such as the loss of access to EU funding. Organisations are keen for the freedom of movement for artists and cultural workers to be continued, and to have detail about future visa arrangements. The sector would value updates and information sharing regarding any impacts from BREXIT negotiations.
 3. **Importance of support from Local Enterprise Partnerships (LEPs) and the Department for International Trade (DIT):** Support for, and a focus on, culture from LEPs and the DIT. For example, for 2016-17, there were only 11 DIT trade missions for the Northern Powerhouse area from January 2017 to March 2017 (2 from the North East) and 16 for the whole Northern Powerhouse area for September 2017 to March 2018. There was a trade mission on 20 February 2017 to South Korea for the Creative and Digital sector, and another in November 2017 to the American Film Market.
 4. **Help in finding international partners:** Seminars on international working, partnership brokering, networking, introductions, helping to build relationships with theatre festivals/organisations in Europe.
 5. **Sharing international touring expertise:** Access to producers in the region who have experience of international touring, and who have international practice and connections. Help finding agents and bookers for work abroad.

Conclusions

The most striking observation is that there has only been a 14% reduction in working with the EU, compared with 33% across all countries, between the two surveys.

Looking at the support required for international working, it is possible that there are two main factors which would help the arts and heritage sector:

1. Access to increased financial support – especially to enable the sector to work outside the EU.
2. More trade missions by the DIT for the sector.

Thanks

Thanks go to the following organisations who kindly completed this survey:

One anonymous entry	
Allenheads Contemporary Arts	Neighbourhood Watch stilts international
ARC Stockton	North East Photography Network
artist	New Writing North
balletLORENT	Newcastle Theatre Royal Trust
Baltic centre for contemporary art	North Music Trust (Sage Gateshead)
Beamish Museum	North Pennines AONB Partnership
Berwick Literary Festival	Northern Film and Media
Breeze Creatives	Northern Gallery for Contemporary Art
Brian Debnam and Associates Ltd	Northern Print
Cleveland College of Art & Design	Northern Roots
Company of Others	November Club
Creative Darlington - Darlington Borough Council	On Board Arts
Creativity Culture and Education	Open Clasp Theatre Company
Cultural Consultancy	Orchestras Live
Culture Durham University	Radio Film Ltd.
Darlington Borough Council - Creative Darlington	Sage Gateshead (North Music Trust)
David Almond	Seven Stories, The National Centre for Children's Books
Dorman Museum	State of Grace
East Durham Creates	Stockton Borough Council
Eliot Smith Dance	Sunderland Culture
Event International	Tenth Avenue Band
Fertile Ground Dance Ltd Company	The Auckland Project
Festival of Thrift	The Cobweb Orchestra
Freedom Festival Arts Trust	TheArtStudio
GemArts	Théâtre Sans Frontières
Hartlepool Borough Council	T-junction international poetry festival
Historic England	Tyne & Wear Archives & Museums
House of Objects CIC	Tyneldols Tours
ISIS Arts	Tyneside Cinema
Jack Drum Arts	Tyneside Irish Cultural Society
Let's Circus	Unfolding Theatre
Magnetic North-East CIC	VANE
Middlesbrough Council	Whistle Art Stop
Moving Art Management	Zymurgy Publishing