



**A Creative and
Cultural Economic
Impact Assessment
and Asset
Infrastructure Audit**

Technical Annex
for Hull City Council,
December 2023



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Management Summary

This short management summary highlights the key headlines from a review of the economic impact of Hull's Creative Industries and Cultural Sector and an infrastructure review of key assets – places and spaces where cultural activities occur. The study used desk research, economic analysis and primary research with stakeholders.

An exciting and challenging time for the creative and cultural sector in Hull

There is a new Cultural strategy planned in 2024. The City Council is also formulating plans to bid for UNESCO City of Music status in 2025 as well as building on its reputation as an emerging filming location. This is against a backdrop where resources and audiences are affected by the current economic climate.

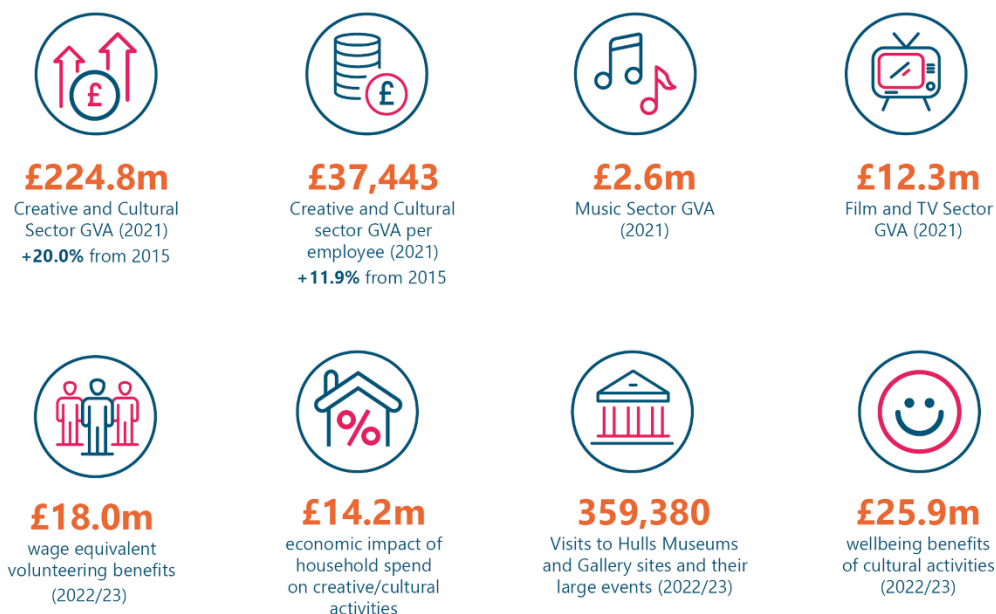
Hull has almost 7,000 people working in the cultural and creative sector.¹

The 6976 strong creative and cultural workforce is substantial but proportionately lower than the national level or comparator cities. Hull's software sub-sector has experienced the biggest growth since 2015 (161.7%) and there is a small but growing film and TV sector. The low numbers of those involved in music captured in official statistics do not reflect the 200-300 bands that we know exist anecdotally. The number of firms (430) increased slightly between 2015 and 2021, however that is from a low base; the concentration is close to half the national average. The software sub-sector is Hull's largest numerically whilst 'originals' is the largest concentration-wise, reflecting the city's creative technology and manufacturing credentials. Official statistics are a blunt instrument failing to capture the valuable work of occasional creatives, freelancers and the self-employed. Creative employment would be 32% higher taking these into account, some 2,232 employees.

The sector is a vital part of Hull's economy, employment and well-being.

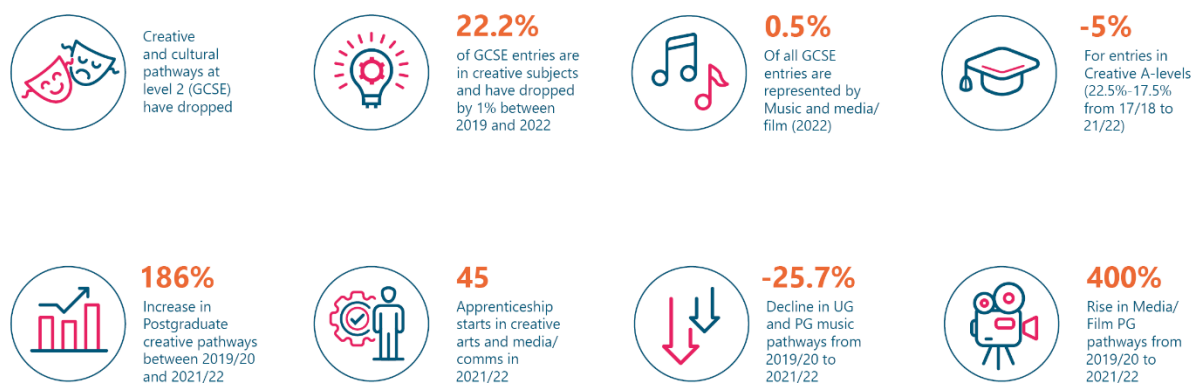
The total value of the sector in Hull was £0.46 billion in 2021: comprised of £225m direct gross value added (an increase of 20% in six years), £79m of indirect benefits and £157.4m induced impacts. There are many wider benefits which transcend these economic values. These include £14.2m of residential spend on creative and cultural events and activities, £18.0m and £2.7m of volunteering benefits and well-being volunteering benefits and some £25.9m well-being benefits for those participating in creative and cultural activities.

¹ Economic Statistics are derived from ONS Business Counts and the Business Register and Employment Survey using a pre-agreed sector definition based on SIC codes. As SIC figures only account for PAYE or VAT registered employees, freelancers/self-employed are often omitted however steps have been taken to mitigate this as mentioned in chapter 2 in the report.



Skills pathways need promoting, reviving and devolved funding secured.

The revival of postgraduate creative and cultural subjects is encouraging but the persistent erosion of creative skills pathways nationally below degree level including apprenticeships is a concern and the uptake of music worrying. There is an urgent need to (a) secure devolved funding for applied technical and academic creative disciplines to avoid stagnation or exacerbating the precarious nature of some careers (b) build on international links to support talent retention and attraction and promote tours, trade and cultural collaborations (c) enhance careers awareness, boosting creative aspirations from primary school onwards and (d) widen creative pathways and skills supply through apprenticeships promotion, informal early career mentoring models and technical skills meeting employer needs.



An incredible blend of cultural buildings, assets and organisations

There are over 160 spaces or assets offering activities permanently, temporarily or occasionally. The variety is immense from Grade 1 listed buildings to cutting edge, purpose-built facilities, to meanwhile and temporary facilities to portacabins. Culture permeates almost every category of space. Some assets are as old as the city itself. Others less than a decade. Faith and community organisations probably have the greatest reach. There are cultural hotspots of activity and some areas where choices

are more limited and distant. Within 10 minutes' walk of the railway station you can find some of the most distinctive creative assets in the UK and experience the city's cultural identity and heritage in places like the Fruitmarket, the old town and museum quarter, Ferensway, and HU5. This report looks at the types of culture on offer, proximity to areas of deprivation, accessibility, and heritage as well as energy performance, venue capacity and activities on offer. The database shows that Hull has:

- A distinctive theatre sector with special qualities which includes three exceptional theatres of considerable architectural merit and a handful of uniquely local touring theatre companies.
- A mix of cultural event spaces from stadia and halls to more intimate surroundings with alternative legendary live music venues combined with an inclusive, vibrant and flourishing music scene and distinctive events, festivals and recording studios; many around HU5 and Princes Avenue.
- Become a key filming location using historic buildings and streets for periodic pieces.
- A rich and diverse range of arts organisations, museums, galleries and libraries celebrating local art and maritime heritage, plus a broad mix of formal and contemporary arts organisations as well as five cinemas, four dance studios and other dance class venues.
- Many faith-based organisations (many in deprived areas) such as Hull Minster and their distinctive city choral education strategy. In addition there are over 24 community centres and associations offering cultural and creative activities and events as well as numerous unconventional spaces from hotels to leisure and shopping centres, outdoor spaces and even a community farm.



Music, TV/film and wider sector engagement, promotion and opportunities

The grass roots music sector is vibrant and inclusive with talented independent artists, record labels and studios and the affordability of the city make it a competitive sector. Collaboration within the music sector could unlock more funding and share skills and networks and more is needed to boost skills and invest in equipment and production space to make it an affordable, attractive career path.

Similarly Hull is an attractive and affordable film location with emerging boutique production companies and informal entry routes and mentoring opportunities which could be expanded. It is important that more of the benefits of larger scale productions are retained through partnership- working and use of local companies and talent and funding is also needed for equipment and space.

Stakeholders described the city's unique creative identity, proudness and individuality. The people are open, forward-looking and ambitious. Hull has global links but a fragmented cultural ecosystem where a lack of resources is stifling collaboration. There could be better engagement and promotion of cultural events and strengths so navigation is easier and substantial opportunities can be realised. The sector is resilient and the range of venues broad. There are opportunities to transform empty buildings, maximise existing spaces and stimulate enterprise/micro clusters and be more climate conscious. The full report and executive summary set out our conclusions on the sector.

Acknowledgements

We would like to thank all those individuals and organisations who freely gave their time to the study. We would particularly like to thank the client team and those who helped us scope-out, prioritise and complete a wide-reaching consultation for the study, this includes the Hull Music Net Team who provided a wealth of insight and early findings from their music survey. It has been a truly collaborative effort. Study consultees included those involved in creative and cultural clusters including musicians, artists, tv/film producers, performers as well as creative businesses, and leads for skills and creative and cultural strategy. They are listed in Annex 1 of the accompanying Technical Annex.

TECHNICAL ANNEX

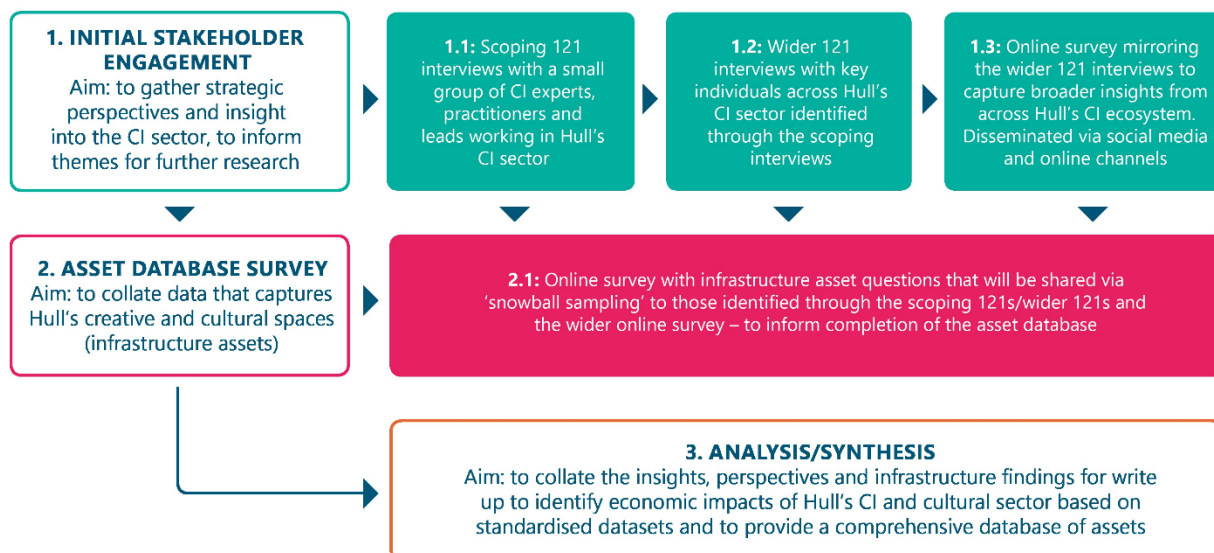
This technical annex provides supplementary and supporting data for the Creative Industries and Cultural Sector report. It includes further information about the scope of stakeholder engagement, additional skills and pathways data, business and occupation definition tables, and underpinning methodological details for the subject and sector definitions for the economic and skills analysis featured in the main report.

1. Stakeholders Engaged

Scoping Interviews	
Organisation	Consultee Number
Hull City Council (Music Service, Central Policy, events management)	3
Hull Truck Theatre	1
Sesh Events	1
Hinterland Creative	1
Back to Ours	1
TOTAL	7

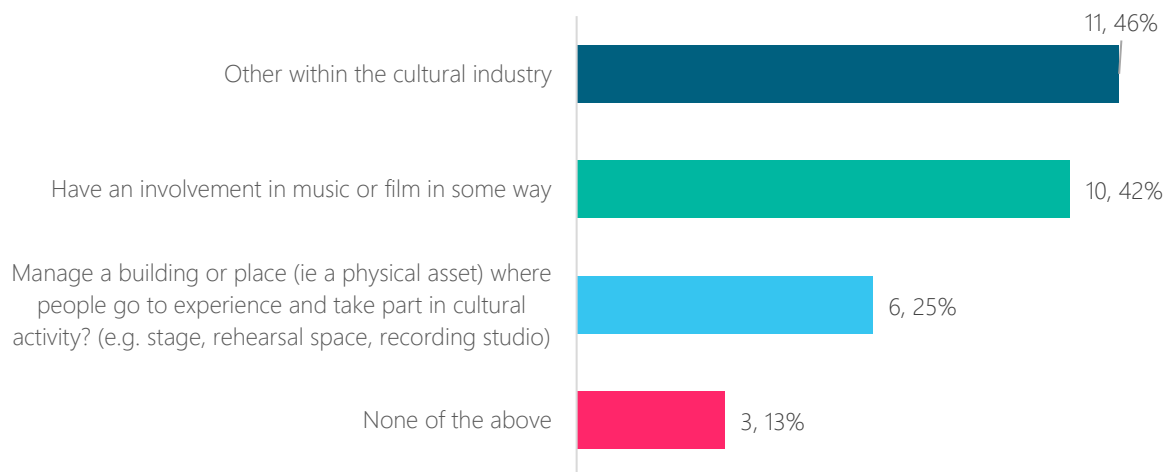
Wider Stakeholder Interviews	
Organisation	Consultee Number
Hull Jazz Festival	1
Feral Arts School	1
InterTech Media UK/Northern Films	1
Art Link Hull	1
Hull Comedy Festival	1
The Warren	1
Hull Learning Consortium	1
Hull Training and Adult Education	1
Middle Child Theatre	1
Freedom Festival	1
Hull Music Service	1
Nova Studios	1
Total	12
Online Survey Respondents	24

Stakeholder engagement process



Wider Stakeholder Survey

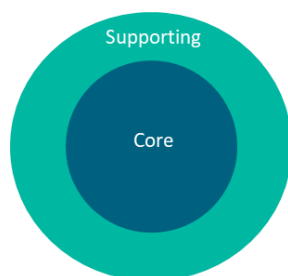
Respondent Main Activity
Does the organisation you work for..



2. Statistical Approach and Sector Definition

As highlighted by the OECD², there is no consistent definition of the creative and cultural economy or consistency between the terminology employed when reporting on it (i.e. cultural activities, creative industries and the inclusion/exclusion of digital). National definitions also vary in scope. For the purposes of this report, the DCMS classification of the creative industries has been used as a starting point and adapted to best represent the sector as understood by those operating within it, drawn out through scoping discussions. In line with the OECD report this study adopts the term ‘creative and cultural ecosystem’ to provide a wider representation of the activities, key agents and stakeholders that often operate in the public sector or through charities or non-for-profit organisations³.

In defining the creative and cultural sector a two-layered model (shown below) was utilised to assess the concentrations of employment and businesses, and the distribution of occupations within the creative and cultural sector in Hull (using SIC and SOC codes). This will help to establish an overall view of the sector that captures ‘core’ and ‘supporting’ activities and roles to avoid omitting creative roles in ‘non-creative’ industries that often exceed the number of creative roles in ‘creative industries’⁴.



² OECD, [The Culture Fix: Creative People, Places and Industries, Local Economic and Employment Development](#), 2022

³ While these enterprises and individuals were consulted through stakeholder engagement and the asset audit, due to data availability it is an acknowledged limitation of this study that they are likely to be missed in data analysis as a result of the use of SIC/SOC codes.

⁴ British Council, [What is the Creative Economy?](#), 2014

‘Core-Supporting’ Sector Model (employment and businesses)

Codes identified as ‘core’ represent those industries and roles whose primary activities are classified directly within the creative and cultural sector such as artists and musicians. ‘Supporting’ codes represent those industries and roles that are not classified in the SIC and SOC systems as explicitly creative and cultural, but they are actively supporting the sector, for example through education, legal, financial, R&D or administrative activities or roles (see definitions based on 4-digit SIC and SOC codes in technical annex 3).⁵

Employment (SIC)

Employment counts falling into the ‘core’ 4-digit SIC codes are taken at 100% of their value. For those falling into ‘supporting’ 4-digit SIC codes, a percentage is taken in line with the proportion of employees working in the ‘core’ creative and cultural sector. This percentage⁶ is taken from the aggregation of total employment in the core definition for each year of the time series (2015-2021). A 0.6% moderation is then applied to this percentage to moderate for a potential optimism bias (i.e. 4.6% of Hull’s employment is within the defined Creative and Cultural sector, following a 0.6% moderation a figure of 4.0% is used when aggregating ‘supporting’ employment).

Occupational Counts (SOC)

Data analysis primarily focused on SIC codes due to a wider availability of data- SOC code data at the level of specificity required (4-digit codes) is only available from the 2021 census as a standalone data set. Despite this SOC code data has still been assessed as to provide an indicative insight into the distribution of creative and cultural roles, based on the ‘snapshot’ from the 2021 census. The same method has been followed as above, applying the moderated proportion of employment in the ‘core’ creative and cultural sector to the total counts for the ‘supporting’ roles⁷.

3. Business Definitions (SIC Codes)

SIC Code	Sub sector	Core/supporting
1811 : Printing of newspapers	Content	Core
1812 : Other printing		Core
1813 : Pre-press and pre-media services		Core
1814 : Binding and related services		Core
1820 : Reproduction of recorded media		Core
5811 : Book publishing		Core
5812 : Publishing of directories and mailing lists		Core
5813 : Publishing of newspapers		Core
5814 : Publishing of journals and periodicals		Core
5819 : Other publishing activities		Core
5821 : Publishing of computer games		Core

⁵ Supporting codes were only employed for employment data and not for business counts due to the fluidity of employment- it is less likely enterprises will cross sector or vary from their SIC classification as frequently.

⁶ For Hull this percentage was calculated at 4.0% but varied across all comparator areas.

⁷ SOC moderation varies slightly from the percentage applied to SIC (3.7% compared to 4.0%).

SIC Code	Sub sector	Core/supporting	
5829 : Other software publishing		Core	
5911 : Motion picture, video and television programme production activities		Core	
5912 : Motion picture, video and television programme post-production activities		Core	
5913 : Motion picture, video and television programme distribution activities		Core	
5914 : Motion picture projection activities		Core	
5920 : Sound recording and music publishing activities		Core	
6010 : Radio broadcasting		Core	
6020 : Television programming and broadcasting activities		Core	
6110 : Wired telecommunications activities		Core	
6120 : Wireless telecommunications activities		Core	
6130 : Satellite telecommunications activities		Core	
6190 : Other telecommunications activities		Core	
6391 : News agency activities		Core	
7420 : Photographic activities		Core	
9001 : Performing arts	Experiences	Core	
9002 : Support activities to performing arts		Core	
9003 : Artistic creation		Core	
9004 : Operation of arts facilities		Core	
9101 : Library and archive activities		Core	
9102 : Museum activities		Core	
9103 : Operation of historical sites and buildings and similar visitor attractions		Core	
9104 : Botanical and zoological gardens and nature reserve activities		Core	
8130 : Landscape service activities		Supporting	
7912 : Tour operator activities		Supporting	
7990 : Other reservation service and related activities		Supporting	
8230 : Convention and trade show organizers		Supporting	
1310 : Preparation and spinning of textile fibres		Originals	Core
1320 : Weaving of textiles	Core		
1330 : Finishing of textiles	Core		
1391 : Manufacture of knitted and crocheted fabrics	Core		
1392 : Manufacture of made-up textile articles, except apparel	Core		
1393 : Manufacture of carpets and rugs	Core		

SIC Code	Sub sector	Core/supporting	
1411 : Manufacture of leather clothes		Core	
1412 : Manufacture of workwear		Core	
1413 : Manufacture of other outerwear		Core	
1414 : Manufacture of underwear		Core	
1419 : Manufacture of other wearing apparel and accessories		Core	
1420 : Manufacture of articles of fur		Core	
1431 : Manufacture of knitted and crocheted hosiery		Core	
1439 : Manufacture of other knitted and crocheted apparel		Core	
1512 : Manufacture of luggage, handbags and the like, saddlery and harness		Core	
1520 : Manufacture of footwear		Core	
2630 : Manufacture of communication equipment		Core	
2652 : Manufacture of watches and clocks		Core	
2670 : Manufacture of optical instruments and photographic equipment		Core	
2680 : Manufacture of magnetic and optical media		Core	
3101 : Manufacture of office and shop furniture		Core	
3102 : Manufacture of kitchen furniture		Core	
3109 : Manufacture of other furniture		Core	
3212 : Manufacture of jewellery and related articles		Core	
3213 : Manufacture of imitation jewellery and related articles		Core	
3220 : Manufacture of musical instruments		Core	
3240 : Manufacture of games and toys		Core	
<i>7112 : Engineering activities and related technical consultancy</i>			<i>Supporting</i>
<i>7120 : Technical testing and analysis</i>			<i>Supporting</i>
7111 : Architectural activities	Services	Core	
7311 : Advertising agencies		Core	
7312 : Media representation		Core	
7320 : Market research and public opinion polling		Core	
7410 : Specialised design activities		Core	
8552 : Cultural education		Core	
<i>7211 : Research and experimental development on biotechnology</i>		<i>Supporting</i>	
<i>7219 : Other research and experimental development on natural sciences and engineering</i>		<i>Supporting</i>	
<i>7220 : Research and experimental development on social sciences and humanities</i>		<i>Supporting</i>	

SIC Code	Sub sector	Core/supporting
7490 : Other professional, scientific and technical activities n.e.c.		Supporting
5621 : Event catering activities		Supporting
5630 : Beverage serving activities		Supporting
6910 : Legal activities		Supporting
6920 : Accounting, bookkeeping and auditing activities; tax consultancy		Supporting
7010 : Activities of head offices		Supporting
7021 : Public relations and communication activities		Supporting
7022 : Business and other management consultancy activities		Supporting
7820 : Temporary employment agency activities		Supporting
7830 : Other human resources provision		Supporting
8010 : Private security activities		Supporting
8110 : Combined facilities support activities		Supporting
8211 : Combined office administrative service activities		Supporting
8219 : Photocopying, document preparation and other specialised office support activities		Supporting
8299 : Other business support service activities n.e.c.		Supporting
8411 : General public administration activities		Supporting
8412 : Regulation of the activities of providing health care, education, cultural services and other social services, excluding social security		Supporting
8413 : Regulation of and contribution to more efficient operation of businesses		Supporting
8421 : Foreign affairs		Supporting
8531 : General secondary education		Supporting
8532 : Technical and vocational secondary education	Supporting	
8541 : Post-secondary non-tertiary education	Supporting	
8542 : Tertiary education	Supporting	
6201 : Computer programming activities	Software	Core
6202 : Computer consultancy activities		Core
6203 : Computer facilities management activities		Core
6209 : Other information technology and computer service activities		Core
6311 : Data processing, hosting and related activities		Core
6312 : Web portals		Core
6399 : Other information service activities n.e.c.		Core
8020 : Security systems service activities		Supporting

3.1 Occupation Definitions (SOC Code)

SOC2020 Unit Group	SOC2020 Group Title	Core/Supporting
1132	Marketing, sales and advertising directors	Core
1133	Public relations and communications directors	Core
1137	Information technology directors	Core
1223	Publicans and managers of licensed premises	Core
1255	Managers and directors in the creative industries	Core
2124	Electronics engineers	Core
2131	IT project managers	Core
2132	IT managers	Core
2133	IT business analysts, architects and systems designers	Core
2134	Programmers and software development professionals	Core
2135	Cyber security professionals	Core
2136	IT quality and testing professionals	Core
2137	IT network professionals	Core
2139	Information technology professionals n.e.c.	Core
2141	Web design professionals	Core
2142	Graphic and multimedia designers	Core
2432	Marketing and commercial managers	Core
2451	Architects	Core
2452	Chartered architectural technologists, planning officers and consultants	Core
2453	Quantity surveyors	Core
2454	Chartered surveyors	Core
2471	Librarians	Core
2472	Archivists, conservators and curators	Core
2491	Newspaper, periodical and broadcast editors	Core
2492	Newspaper and periodical broadcast journalists and reporters	Core
2493	Public relations professionals	Core
2494	Advertising accounts managers and creative directors	Core
3120	CAD, drawing and architectural technicians	Core
3131	IT operations technicians	Core
3132	IT user support technicians	Core
3133	Database administrators and web content technicians	Core
3411	Artists	Core
3412	Authors, writers and translators	Core
3413	Actors, entertainers and presenters	Core
3414	Dancers and choreographers	Core
3415	Musicians	Core

SOC2020 Unit Group	SOC2020 Group Title	Core/Supporting
3416	Arts officers, producers and directors	Core
3417	Photographers, audio-visual and broadcasting equipment operators	Core
3421	Interior designers	Core
3422	Clothing, fashion and accessories designers	Core
3429	Design occupations n.e.c.	Core
3554	Advertising and marketing associate professionals	Core
3557	Events managers and organisers	Core
3573	Information technology trainers	Core
4135	Library clerks and assistants	Core
5242	Telecoms and related network installers and repairers	Core
5243	TV, video and audio servicers and repairers	Core
5244	Computer system and equipment installers and servicers	Core
5245	Security system installers and repairers	Core
5411	Upholsterers	Core
5412	Footwear and leather working trades	Core
5413	Tailors and dressmakers	Core
5419	Textiles, garments and related trades n.e.c.	Core
5421	Pre-press technicians	Core
5422	Printers	Core
5423	Print finishing and binding workers	Core
5441	Glass and ceramics makers, decorators and finishers	Core
5442	Furniture makers and other craft woodworkers	Core
7213	Communication operators	Core
8135	Printing machine assistants	Core
8146	Sewing machinists	Core
1111	<i>Chief executives and senior officials</i>	<i>Supporting</i>
1131	<i>Financial managers and directors</i>	<i>Supporting</i>
1135	<i>Charitable organisation managers and directors</i>	<i>Supporting</i>
1136	<i>Human resource managers and directors</i>	<i>Supporting</i>
1139	<i>Functional managers and directors n.e.c.</i>	<i>Supporting</i>
1258	<i>Directors in consultancy services</i>	<i>Supporting</i>
2123	<i>Electrical engineers</i>	<i>Supporting</i>
2151	<i>Conservation professionals</i>	<i>Supporting</i>
2161	<i>Research and development (R&D) managers</i>	<i>Supporting</i>
2311	<i>Higher education teaching professionals</i>	<i>Supporting</i>
2312	<i>Further education teaching professionals</i>	<i>Supporting</i>
2313	<i>Secondary education teaching professionals</i>	<i>Supporting</i>

SOC2020 Unit Group	SOC2020 Group Title	Core/Supporting
2419	<i>Legal professionals n.e.c.</i>	<i>Supporting</i>
3112	<i>Electrical and electronics technicians</i>	<i>Supporting</i>
3543	<i>Project support officers</i>	<i>Supporting</i>
4111	<i>National government administrative occupations</i>	<i>Supporting</i>
4112	<i>Local government administrative occupations</i>	<i>Supporting</i>
4124	<i>Finance officers</i>	<i>Supporting</i>
4136	<i>Human resources administrative occupations</i>	<i>Supporting</i>
4141	<i>Office managers</i>	<i>Supporting</i>
5113	<i>Gardeners and landscape gardeners</i>	<i>Supporting</i>
5114	<i>Groundsmen and greenkeepers</i>	<i>Supporting</i>

4. Skills Pathways Creative and Cultural Subject Definitions

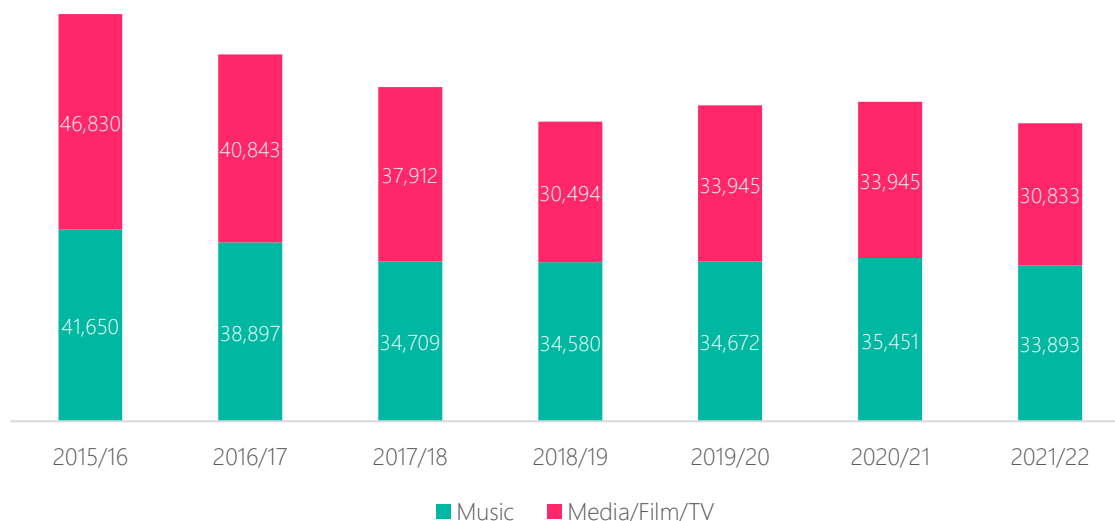
GCSEs	A-Levels	HESA
Applied Art and Design	English language & literature	Archaeology
Art and Design	Total ICT	Architecture
Computer Science	English literature	Art
D & T: Electronic Products	Dance	Artificial intelligence
D & T: Food Technology	Total Music	Business computing
D & T: Graphic Products	Total Archaeology	Cinematics and photography
D & T: Resistant Materials	Total Computer Science	Computer games and animation
D & T: Systems & Control	Total Art & Design	Computer science
D & T: Textiles Technology	Electronics	Creative arts and design (non-specific)
Dance	Total Arts	Creative writing
Drama	Total D&T	Cultural studies
English Literature		Dance
English Studies		Design studies
Information Technology		Drama
Media/Film/TV		Electrical and electronic engineering
Music		English language
Other Design and Technology		English studies (non-specific)
Performing Arts		History of art, architecture and design
		Information services
		Information systems
		Information technology
		Journalism
		Liberal arts (non-specific)
		Linguistics

GCSEs	A-Levels	HESA
		Literature in English
		Marketing
		Media studies
		Music
		Others in computing
		Others in creative arts and design
		Others in English studies
		Performing arts (non-specific)
		Publicity studies
		Publishing
		Software engineering
		Studies of specific authors
		Tourism, transport and travel

5. Skills and Pathways Analysis

GCSE Music and Media/Film entries

Music and Media/Film GCSE entries (England)



Source: DfE Explore Statistics

A Level Comparator Analysis

% of A Level exam entries in creative/cultural subjects						
	2017/18	2018/19	2019/20	2020/21	2021/22	Change
Gateshead	19.9%	17.1%	20.9%	18.7%	18.6%	-1.3%
Newcastle	23.3%	21.1%	19.6%	20.6%	18.7%	-4.6%
Hull	22.5%	23.2%	23.1%	17.8%	17.5%	-5.0%
Middlesborough	23.0%	19.9%	18.4%	21.3%	17.9%	-5.1%
Sunderland	22.5%	18.6%	17.9%	19.0%	14.6%	-7.9%
Tameside	24.5%	21.5%	23.0%	21.0%	18.8%	-5.7%
Liverpool	23.7%	20.0%	22.0%	21.8%	19.3%	-4.4%
Salford	30.2%	27.4%	25.8%	26.4%	23.0%	-7.2%
Stoke	21.7%	16.8%	17.4%	16.4%	17.6%	-4.1%
Yorkshire & Humber	21.0%	18.4%	19.6%	17.6%	17.3%	-3.7%

Source: DfE Explore Statistics

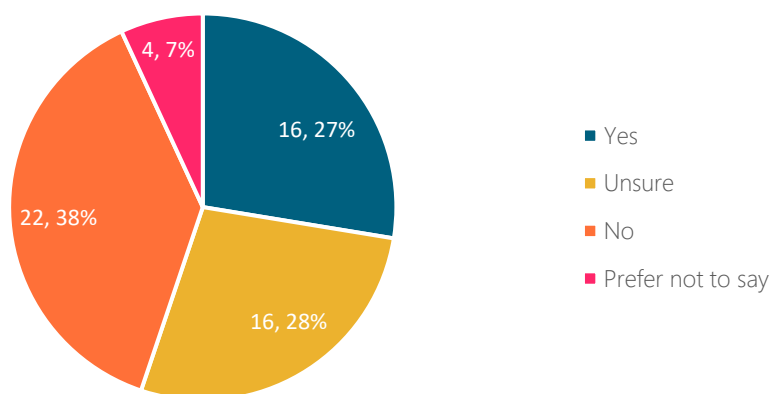
Adult Education Budget Enrolments / Achievements

Adult Education Budget Targets (Hull) 2022/23 Sector Subject Area	Aim Enrolments		Aim Achievements	
	Number	%	Number	%
Engineering and Manufacturing Technologies	430	12%	240	14%
Agriculture, Horticulture and Animal Care	60	2%	20	1%
History, Philosophy and Theology	low	0%	low	0%
Arts, Media and Publishing	80	2%	low	0%
Construction, Planning and the Built Environment	300	9%	170	10%
Health, Public Services and Care	1,500	43%	740	43%
Business, Administration and Law	870	25%	500	29%
Education and Training	210	6%	70	4%
Totals	3,450	100%	1,740	100%

Source: DfE Explore Statistics

Music career pathways

Satisfied with your income generation from music?



Source: Hinterland Creative Hull Music Net Survey, 2023

6. Asset Database



Hull Creative Industries And Cultural Sector Research: Key Asset Survey

Exploring the creative economy in Hull

Kada Research Ltd, a Yorkshire based economic development company, have been commissioned by Hull City Council to undertake research to support an economic impact assessment of creative industries and the cultural sector and an audit of creative and cultural infrastructure in Hull. This audit will create a clearer picture of the places in the city and inform how these spaces are being used, to help the council better understand the makeup of the creative industry in Hull.

This work is running in parallel and supplementing research conducted by Hinterland Creative.

This survey requires in-depth information about your organisation. Please enable cookies as this will allow you to return and add to your responses, should you need to.

* 1. Organisation name:

* 2. Please enter your contact information:

(Information given will only be used to contact you regarding this study, and will be deleted upon completion).

Name

Post Code

Email Address

Phone Number

* 3. Which aspect of the creative economy is your organisation involved in?

Tick all that apply

- Experiences (e.g. You provide a performance for an audience)
- Content (e.g. You create recorded music and film)
- Services (e.g. You support artists and others in the industry, by providing marketing)
- Creative makers (e.g. You produce arts and crafts)
- Software (e.g. You are an I.T. specialist)
- Other (please specify)

- None of the above

Hull Creative Industries And Cultural Sector Research: Key Asset Survey

Part 1: Overview and Activities

4. Which of these categories best describes your asset/space?

Tick one

- Permanent cultural venue (e.g. A theatre or recording studio where culture is the main activity)
- Occasional/Temporary venue (e.g. a space which is occasionally used for culture such as a pub with an open mic night or a meanwhile or pop-up space)
- Other (please specify)

5. Which of these is the primary focus of your venue/space?

Tick all that apply

- | | |
|---|--|
| <input type="checkbox"/> Theatre | <input type="checkbox"/> Festival |
| <input type="checkbox"/> Concert hall | <input type="checkbox"/> Film/ TV set |
| <input type="checkbox"/> Pub/ Bar | <input type="checkbox"/> Public events space |
| <input type="checkbox"/> Club | <input type="checkbox"/> Bandstand |
| <input type="checkbox"/> Community centre | <input type="checkbox"/> Park |
| <input type="checkbox"/> Arena/ Stadium | <input type="checkbox"/> Film Studio |
| <input type="checkbox"/> Rehearsal space | <input type="checkbox"/> Ticket sales/ Promotion |
| <input type="checkbox"/> Recording studio | <input type="checkbox"/> Heritage asset/ Museum |
| <input type="checkbox"/> Gallery | |
| <input type="checkbox"/> Other (please specify) | |

6. What is the primary focus of your venue/space?

Tick one

- | | |
|--|--|
| <input type="radio"/> Music | <input type="radio"/> Community events |
| <input type="radio"/> Acting | <input type="radio"/> Public Space |
| <input type="radio"/> Dance | <input type="radio"/> Film and TV production |
| <input type="radio"/> Bar/Restaurant | <input type="radio"/> Training and Skills |
| <input type="radio"/> Sports events | <input type="radio"/> Workshops |
| <input type="radio"/> Visual arts | <input type="radio"/> Comedy |
| <input type="radio"/> Other (please specify) | |

7. What are the secondary activities of your venue/space?

Tick all that apply

- | | |
|---|---|
| <input type="checkbox"/> Music | <input type="checkbox"/> Public Space |
| <input type="checkbox"/> Acting | <input type="checkbox"/> Film and TV production |
| <input type="checkbox"/> Dance | <input type="checkbox"/> Training and Skills |
| <input type="checkbox"/> Bar/Restaurant | <input type="checkbox"/> Workshops |
| <input type="checkbox"/> Sports events | <input type="checkbox"/> Comedy |
| <input type="checkbox"/> Community events | |
| <input type="checkbox"/> Other (please specify) | |

Hull Creative Industries And Cultural Sector Research: Key Asset Survey

Part 2: Facilities

8. What facilities does your venue have?

Tick all that apply

- | | |
|---|---|
| <input type="checkbox"/> Box Office | <input type="checkbox"/> Loading bays |
| <input type="checkbox"/> Lighting Rig | <input type="checkbox"/> Sound proofing/ noise management |
| <input type="checkbox"/> Sound/ PA system | <input type="checkbox"/> Flexible staging/configuration |
| <input type="checkbox"/> Technical support | <input type="checkbox"/> In house tech spec |
| <input type="checkbox"/> Recording booths | <input type="checkbox"/> Main hall |
| <input type="checkbox"/> Rehearsal space | <input type="checkbox"/> Side rooms |
| <input type="checkbox"/> Sprung floor | <input type="checkbox"/> Studio rooms |
| <input type="checkbox"/> Stage | <input type="checkbox"/> Black box |
| <input type="checkbox"/> Seated audience | <input type="checkbox"/> Exhibition space |
| <input type="checkbox"/> Standing audience | |
| <input type="checkbox"/> Other (please specify) | |
| <input type="text"/> | |
| <input type="checkbox"/> None of the above | |

9. Please provide an estimate of your floorspace (m²)

Floor space of

main cultural
activity (audience)

Sprung floor space
(if applicable)

Stage area

10. Please list any other rooms/spaces you have available and their floor spaces (m²)

11. What backstage facilities can you provide?

(e.g. dressing rooms, backstage passes, meet and greet area)

12. Do you operate from a listed building?

Tick one

- Yes, Grade I
- Yes, Grade II*
- Yes, Grade II
- No, not listed

13. Are you a licensed premises?

Tick one

- Yes
- No
- Unsure

14. Have you applied for a TEN (Temporary Events Notice) license in the last year?

Tick one

- Yes
- No
- Unsure

15. What is your energy efficiency rating (EPC/DEC)

Tick one

- A
- B
- C
- D
- E
- F
- G
- Not rated
- Unsure

16. What accessibility support do you have?

Tick all that apply

- Step-free access
- Accessible bathrooms
- Assistance dog friendly
- Audio description
- Subtitles/ sign language
- Other (please specify)

- None of the above

17. If your space is rentable, what is the daily rate? (£)

Please list each space and the rate on separate lines

--

18. What electricity supply you are able to provide to people using the space?

Tick all that apply

- Standard 13A outlets
- Single phase 32A
- Three phase 63A (required for more energy intensive use)
- Access to fuse board
- Other (please specify)

--

Unsure

19. Is there a water supply?

Tick one

- Yes
- No
- Unsure

20. How many toilets are provided?

Female toilets	<input type="text"/>
Male toilets	<input type="text"/>
Accessible toilets	<input type="text"/>
Gender neutral	<input type="text"/>

21. What has been your average attendance over the last year? (use slider to show % full capacity. We understand this may vary, however we are trying to get a general sense of attendance.)

0 100

22. Approximately how many events do you hold a year?

Hull Creative Industries And Cultural Sector Research: Key Asset Survey

Part 3: Capacity and Programming

23. Is your venue in active use? (Is your space currently able to host cultural events)

Tick one

Yes

No

24. What is your venue capacity?

Seated

Standing

Other (e.g. recording studios)

25. How often is your venue used for its primary purpose?

Tick one

Daily

Most days

Weekly

Fortnightly

Monthly

Seasonally or for short periods

Annually

Other (please specify)

26. When is your venue open? (times of day)

Tick one

- Day time only
- Night time only
- Day and night

27. When is your venue open? (days of the week)

Tick one

- Weekdays only
- Weekend only
- Weekdays and weekends

28. What ticketing/ box office system do you use?

Tick one

- Paper only
- Online (own system)
- Online (third party eg. Ticketmaster)
- A combination of these
- Tickets not required
- Other (please specify)

29. Which online system do you use?

Hull Creative Industries And Cultural Sector Research: Key Asset Survey

Part 4: Finance and sustainability

30. How many employees do you have on average per annum?

FTE

Part time

Volunteers

31. Please provide an estimate of your annual revenue (£)

Tick one

- <10,000
- 10,000 - 50,000
- 50,000 - 100,000
- 100,000 - 250,000
- 250,000 - 500,000
- 500,000 - 1,000,000
- >1,000,000
- Prefer not to say

32. What is your greatest funding source?

Tick one

- | | |
|--|---------------------------------------|
| <input type="radio"/> Arts Council | <input type="radio"/> Other public |
| <input type="radio"/> National Lottery | <input type="radio"/> Private funding |
| <input type="radio"/> Lottery Heritage | |
| <input type="radio"/> Hull city council | |
| <input type="radio"/> Other (please specify) | |

- Prefer not to say

33. Please select any other funding streams you utilise

Tick all that apply

- | | |
|---|--|
| <input type="checkbox"/> Arts Council | <input type="checkbox"/> Other Public |
| <input type="checkbox"/> National Lottery | <input type="checkbox"/> Private funding |
| <input type="checkbox"/> Lottery Heritage | |
| <input type="checkbox"/> Hull City Council | |
| <input type="checkbox"/> Other (please specify) | |

- Prefer not to say

34. Please provide an estimate of your funding support (£)

Tick one

- <10,000
- 10,000 - 50,000
- 50,000 - 100,000
- 100,000 - 250,000
- 250,000 - 500,000
- 500,000 - 1,000,000
- >1,000,000
- Prefer not to say

Hull Creative Industries And Cultural Sector Research: Key Asset Survey

Other

Thank you for letting us know your organisation does not fit with the other categories listed above. We will be in touch to discuss this with you further.

35. Please provide a brief description of your organisation.

36. What are the three main activities of your organisation?

Activity 1

Activity 2

Activity 3

Hull Creative Industries And Cultural Sector Research: Key Asset Survey

Part 6: Final

37. Thank you for taking the time to fill out this survey.

Please use the box below to provide any other information that you think would be useful for us.



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