

## CP18 Culture, Tourism and Heritage



## Supporting Documents:

Heritage White Paper -2007  
 Conservation Strategy - 2003  
 Tourism Strategy - 2008  
 Creative Industries Workspace Study - 2008  
 Sustainable Community Strategy - 2006  
 Good Practice Guide on Planning for Tourism - 2006  
 Draft South East Plan - 2006  
 South Downs Management Plan - 2007  
 PPS6 Planning, Building and the Environment – 2006  
 PPS1 Delivering Sustainable Development - 2005  
 PPG15 Planning and the Historic Environment -1994  
 PPG16 Archaeology -1990

## Introduction

**3.146** Brighton & Hove has a strong cultural and creative industries sector and serves as a cultural hub for the region. The city hosts the largest arts festival in England (which brings £20m into the local economy each year) as well as many other major arts festivals and community festivals. The city is home to several arts and creative industries organisations of regional and national importance (including South East Dance, Photoworks, Wired Sussex, Same Sky, Club Penguin and Linden Labs) and therefore the city has a reputation as a ‘producing’ city where innovative and quality new works and products are exported worldwide. Culture and creativity are important to the city’s prosperity and to enhancing the built and natural environment and have been at the heart of many of the city’s regeneration projects such as the Brighton Dome and Museum Complex, Jubilee Street and the Seafront regeneration.

**3.147** Tourism is inextricably linked to the cultural life of the city and Brighton & Hove is one of Britain’s leading and established visitor destinations with almost 8m visitors per year and an estimated £378 m visitor spend each year. The industry has been successful in responding to changing markets, taste and style and the city has seen nearly a decade of steady investment in its tourism product.

**3.148** Regency Brighton is identified in the draft South East Plan as a regionally significant historic built environment and the Royal Pavilion is recognised internationally. Historic buildings and areas play a major role in the quality of life of residents, of creating a sense of place and are also an important cultural asset, providing a positive visitor experience and tourism revenue, which is important to the wider local economy.

### Preferred Option – CP18 Culture, Tourism and Heritage

To maintain and enhance the historic environment and culture of the city to benefit residents and visitors and support the role of the arts, creative industries and tourism sector in creating a modern and exciting visitor destination with a range of high quality facilities, spaces, events and experiences.

1. New visitor attractions, arts and festival events will be expected to:
  - be of high environmental standards in terms of design and access;
  - complement and build on the city's distinct tourism offer;
  - reduce seasonality;
  - promote diversity;
  - widen local access;
  - support the regeneration of the city; and
  - be accessible by public transport.

The council will support the upgrading and enhancement of existing visitor facilities to meet changing consumer demands and high environmental standards in terms of design and access;

2. Recognising the role of the South Downs as a visitor and recreation asset, the council will work with the National Park Authority and adjoining authorities and Tourism South East to strengthen physical and sustainable transport links to the countryside see SA4 Urban Fringe and SA5 South Downs National Park;
3. The provision of affordable and appropriate arts and creative industries work space, creation, storage performance, showing and rehearsal space will be promoted in regeneration schemes and in major mixed use developments across the city;
4. The council will support investment in spaces suitable for outdoor events and cultural activities that take place in the public realm;
5. The council will ensure the preservation and enhancement of the historic built environment and archaeological assets and their settings, giving the greatest weight to national designations, and ensure that the city's built heritage guides local distinctiveness for new development in historic areas; and
6. The Conservation Strategy<sup>1</sup> will be taken forward and reviewed as a framework for future conservation area management proposals and to provide criteria for future conservation area designations and other local designations and priorities.

<sup>1</sup>The Strategy for the Conservation of Brighton & Hove's Historic Built Environment (2003) (and subsequent revisions)

### Supporting Text

3.149 If Brighton & Hove is to compete effectively as a tourism destination, it needs to develop specific experiences for the visitor, to highlight the things that make the city unique. The Refreshed Tourism Strategy 2008 has set out a vision that by 2018, Brighton & Hove will be a destination where the needs of visitor, the tourism industry, the community and the environment are in complete balance and consequently will make a significant contribution to improving the quality of life for local people. A well-planned

and prosperous tourism industry is a catalyst for improving the environment if the city and the wellbeing of its people thus making it a better place in which to live and visit. The Tourism Strategy 2008 sets out four guiding principles to take the vision forward:

- investment in infrastructure & physical environment;
- sustainable & responsible tourism;
- improving quality & raising standards and
- partnership & consultation.

**3.150** In order to remain competitive and attractive as a tourist destination the Tourism Strategy highlights specific products where there is real potential for growth and therefore increasing the economic value of the visitor economy; these are health & activity; culture & heritage, events & attractions, business conferences; film & television and architecture & the built environment. The council will support improvements to existing facilities and seek the highest standard from new tourism proposals and ensure they accord with the council's long-term vision for the city's tourism industry as set out in the Tourism Strategy.

**3.151** Business tourism is vital for the city's success. Business events such as conferences, meetings and exhibitions bring Brighton & Hove year-round, higher spending visitors, ensuring the city's tourism industry invests in quality improvements and staff. As well as enjoying the seafront, leisure visitors come to the city to shop, eat out, and enjoy culture, the built heritage, entertainment and nightlife. The city has tapped into the growing short break and cultural tourism markets, still mainly at weekends, but this extends beyond the summer into the spring and autumn. It is also important to recognise the importance of the city's natural environment as a tourism asset. The Tourism Strategy identifies six tourism places across the city with specific character and role when visitors come to the city. They are:

- Gateways to the city (in particular railway and coach stations but also the Lewes Road, London Road)
- The Seafront
- Neighbourhoods (Kempton, central Hove and Brunswick)
- The Downs & Villages (South Downs and Stanmer, Rottingdean)
- Central Brighton Retail areas (The Lanes & North Laine)
- Parks & Open Spaces (Preston Park, The Level, Pavilion Gardens)

**3.152** Actions are highlighted in the Strategy for each place in order to allow visitors to move around the area easily, improve the local environment especially facilities for visitors and public realm areas, help local people and businesses to share in the benefits of tourism and to develop new experiences or products, building on what there is already for the visitor. The Core Strategy recognises the tourism role of these places through the Special Area preferred options DA1- 5 and SA1- SA5.

**3.153** Developing and promoting culture is a key way of attracting valuable off-peak visitors but also supports regeneration and sustainable communities. Recent investment by the Arts Council, SEEDA and Lottery funding for venues such as the Brighton Dome, Brighton Museum and Art Gallery have helped to establish a critical mass of cultural development around the Royal Pavilion and Dome (see also SA1). However the arts and cultural sector can also be found across the city including public art, open studios, retail galleries and exhibitions, street theatre and free arts events and festivals.

**3.154** It is important that the city's existing cultural infrastructure is maintained and enhanced and that opportunities for new cultural facilities/ creative industries workspace in regeneration schemes and major mixed use developments are supported to meet the significant forecast demands for new creative industries workspace over the next ten years (Creative Industries Workspace Study 2008) and to fill the gaps that exist in the cultural infrastructure and to increase opportunities for participation across the city. The adopted Circus Street SPD, for example, has identified the need for creative workspace as part of the proposed mix of uses and this is likely to be delivered through a dance facility which will bring social, health, cultural and economic benefit.

**3.155** The role of iconic buildings such as the Royal Pavilion to the attractiveness of the city as a visitor destination is recognised and the importance of culture to the city's environment, landscape, tourism offer, amenities, identity, image and prosperity is reflected in preferred options CP2 and CP3 relating to high quality design and improving the public realm, seafront regeneration proposals (see SA1), regenerating the Valley Gardens (see preferred option SA3), maintaining and enhancing the role of central Brighton including supporting the Cultural Quarter (see Preferred Option SA2) and through the major projects identified at Marina, Black Rock (see Preferred Option DA2) and the Brighton Centre redevelopment (see Preferred Option DA1). The preferred options for safeguarding affordable and flexible employment sites and premises will support the requirement for work space for artists and creative industries.

**3.156** Brighton benefits from a diverse population which brings with it a diversity of interests, cultures and history. It is important to recognise opportunities to reinforce and support this cultural diversity through appropriate accessible buildings, or other provision when development proposals are being brought forward.

**3.157** The city's architectural heritage encompasses the internationally renowned Royal Pavilion and around 3,400 listed buildings, 15 scheduled ancient monuments and six registered parks or gardens of special historic interest. In terms of local designations, the city has 33 conservation areas, numerous locally listed buildings and 84 archaeologically sensitive areas. The council's Conservation Strategy (2003) seeks to manage change within the historic built environment and to ensure that the available resources are put to the best possible use. It will be reviewed and revised as the proposals contained in the recent Heritage White Paper are implemented by the Government. A Historic Character Assessment report for Brighton & Hove (2007), carried out as part of the Sussex Extensive Urban Survey, provides an up-to-date assessment of the city's historic core and will inform conservation area management plans. The preferred option aims to reflect the wealth and importance of the city's historic environment and its key relationships with tourism and cultural industries in the city.

## Implementation

**3.158** Part 1 and 2 will be implemented through the Tourism Strategy and through the development control process, in partnership with Brighton & Hove Economic Partnership and Tourism South East.

**3.159** Part 4 and 5 will be implemented through support of the Arts Council England, Arts Lottery, the Arts Commission, SEEDA funds and through developer contributions.

**3.160** Part 6 and 7 will be implemented through the Conservation Strategy, through Conservation Area Studies/Management Plans, through the Heritage Partnership Agreements to be introduced by the Heritage White Paper, via potential future grant schemes in partnership with English Heritage and/or the Heritage Lottery Fund and through detailed policies in the Development Policies and Site Allocations DPD, as well as SPDs where appropriate.