

Bristol Beacon

The difference music makes

Artistic, social and economic impact update

Feb 2021

bristolbeacon.org/impact



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Increasing and diversifying our artistic programme

Since Bristol Music Trust took over the management of Bristol Beacon in 2011, we have significantly grown and diversified our artistic programme. Before the transformation of the venue began in 2018, we hosted...

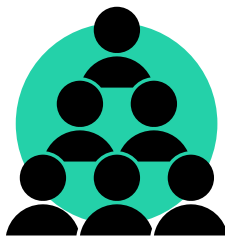
600+

events per year



c.15,000

artists and musicians per year



5,000+

capacity Harbourside concerts staged each year featuring international acts



65%

of audience from a BS postcode

audience of

c.300,000

per year



6

major festivals each year



60

free performances per year



Increasing and diversifying our artistic programme

Since the once-in-a-generation transformation of our spaces began, our ambitious programme has continued. We have...

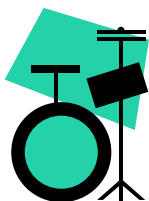
Put on
200+
events



18%
of artists are
people of colour



Worked with
30
local partner venues
and businesses to
present concerts
and events beyond
our venue



Increased diversity of
our audience from 4%
non-white (2017) to
8.4%
non-white (2019)



Since COVID-19 we have...

Created the Bristol
Takeover Online
programme, watched by
17,000
people



Broadcast The Lark
Ascending Centenary
concert on Tuesday 15
December 2020,
with over
12,000
views



Raised over
£15,000
to support local artists,
Music Venue Trust
& partner grassroots
venues in Bristol



Been a
**Bristol Arts
Channel**
partner creating a
collaborative programme
of online events across the city



“The live stream worked really well! :-) As a disabled person, I appreciate being able to attend concerts in this way.”

Audience comment

Creating more music education opportunities for young people

Through our award-winning education hub, Bristol Plays Music, we have significantly grown engagement and provided opportunities for the most disadvantaged young people, including:

91%

of Bristol's schools now making music through our music education programmes



£560,000

invested each year on subsidising music lessons including providing free lessons and instrument loans to all SEND children with an Education Health Plan and children in care

Supporting a diverse cohort of

18

young people through our talent development programme Home Grown Heat



£400,000

targeted investment through our Earthsong programme providing free instruments + singing and instrumental lessons in 13 schools in areas of high deprivation, including delivering

400

free glockenspiels and reaching

4,500
children

7,000

hours per week of music tuition delivered



£60,000

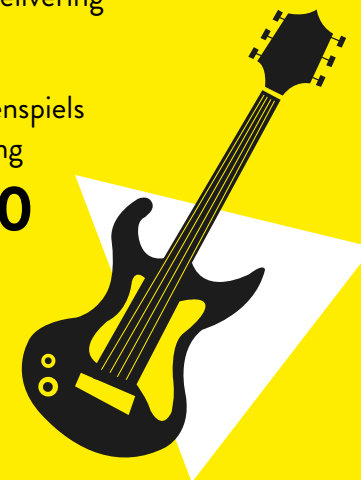
per year invested in free music tuition for children in care and those with disabilities



Investing

£46,000

per year on delivering our city-wide music curriculum



Creating more music education opportunities for young people

Since COVID-19 we have...

“Many, many thanks for all the fabulous work you have done again this term with our children - the staff continue to be blown away with your creativity and flexibility and the children are flourishing.”

Assistant Headteacher

Supported over

300

young people
via our Virtual
Academy online
music tuition



Our Earthsong
instrumental sessions
ran in

35

schools in autumn
2020



FREE

online music tuition for young
people with disabilities through
our Flow Creative online
programme



FREE

online sessions for

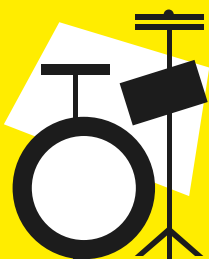
32

young people in care through our
Hope Creative online sessions

Regular
instrumental
lessons continued
to take place in

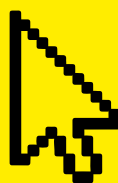
61

schools in autumn
2020



228

young people supported
online to engage with our
music centres



5

young people supported
by National Open Youth
Orchestra engaging
in one-to-one tuition
delivered by Bristol
Plays Music



Delivering value and raising funds

Bristol Music Trust contributes significantly to the economic and social life of the city.
When Bristol Beacon is operational it currently contributes...

c. £12 million

GVA (Gross Value Added) per year to Bristol's economy



£200,000

spent in Bristol with partner organisations on hires



£1.5 million

spent on local artists and freelance music leaders' fees



This business model delivers greater value for money and a reduced financial dependency on Bristol City Council, with surpluses made every year from 2011 to the commencement of the transformation in 2018 that are then reinvested in the artistic and education programme.

For every **£1** of public funding the Trust receives, a further **£8.30** of income is generated

We have raised over **£52 million** for the transformation project
Financial commitments include **£16.2 million** from Arts Council England (the largest single capital award made by them in the South West).

£10 million from Bristol City Council

£5.2 million from HM Treasury

£4.75 million from the Heritage Lottery Fund

£11.4 million from the West of England Joint Committee

+ £4.5 million from numerous individual donations, trusts foundations and sponsorship agreements

We have also secured significant corporate support from a number of the city's businesses, including Burges Salmon, Arup, KPMG, Renishaw, Nisbets, Capita, Hayes Parsons, Corrigan Associates, Gleeds and Empica.

Taking a leading role in diversity & inclusion

Bristol Music Trust was the first organisation in the city to announce in 2017 that we would be changing the name of our building to remove associations with the slave trader, Edward Colston. The new name, Bristol Beacon, was officially announced on 23 September 2020.

We have also released the '**Bristol Beacon Transformation Promise**' - a newly developed manifesto for change which includes a series of commitments and actions to improve the diversity of our audiences, programme and workforce, ensuring the name change is more than a symbolic move. Activity within this programme includes:

Publishing our

Equality, Diversity and Inclusion Action Plan



Appointed

4

diverse artists to create art for the transformed venue



Over 4,000

people from across the city were consulted about our vision for the new venue and informed the choice of the name Bristol Beacon.

Secured a

£400,000

investment from Paul Hamlyn Foundation into a major programme of community-led activity.



Developing the **HEARD model of inclusion** with The National Foundation for Youth Music, which has now been adopted by the Alliance for a Musically Inclusive England and by Music Education Hubs across the country

Partnership with Rising Arts Agency has engaged

3

young emerging creatives to work on the new Bristol Beacon branding.



Recruiting a creative programmer in 2021 from an

under represented

socio-economic background in a position funded by Jerwood Arts.

Taking a leading role in diversity & inclusion



A New Song for Bristol

city-wide song-writing project, launched in November 2020, working with schools, individuals and professional musicians

Working with partners on creative activity and
music therapy

for victims of human trafficking, planned for 2021

Creation of a
Children's Hospital Orchestra



at the Bristol Royal Hospital for Children, planned for 2021

The Here and Now

music and dementia project will use music and creativity to help adults and their families living with the condition

Expanding the Hope Creative project, which provides weekly music classes for extremely vulnerable young people living in care

“He was almost bouncing off his chair with the excitement of getting through a difficult couple of bars. He told me he loves his sessions with Kate because they ‘Make me happy!’.”

HOPE Creative Carer

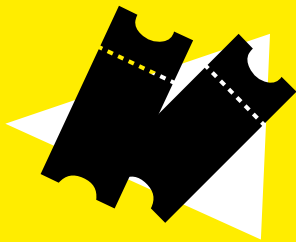


Post-Transformation impact

The transformation of Bristol Beacon will create a world-class concert facility to attract the best performers from around the world and encourage greater and more diverse audiences. It will open up the Victorian cellars for the first time to create a fully accessible music education centre and flexible third performance space. With this additional space, it means Bristol Beacon will provide...

800

events a year



More than

273

full time equivalent jobs



A carbon neutral concert venue
by 2030 – the first in the UK

An estimated

£13 million

GVA for Bristol
in its first year
alone



An additional income of

£10

for every £1 of funding in the
reopening year and an additional

£19

in the first full year after that



Post-Transformation impact

We will be able to provide even greater music opportunities and experiences for Bristol's communities, including:

"Music and young people's music-making plays a central role in this transformation and we at Youth Music give our unequivocal support to Bristol Music Trust for leading the way and driving positive change. We wish Bristol Beacon all the very best for an exciting and imaginative future."

Matt Griffiths, CEO, Youth Music

An exceptional contemporary music venue

**for Bristol...
breathing
new life**

into a historic Victorian building by opening up and restoring the unique Bristol Byzantine colonnades and 150-year-old historic façade



Engaging with

30,000+

young people per year from all backgrounds and abilities across **130** schools in Bristol, and providing a cultural base in our new education spaces



Inspiring

5,000

people each year with our accredited lifelong learning programmes



A new enterprise platform

investing in the future of the local music industries by supporting business start-ups, DIY artists, creatives and educators

Cutting edge facilities for

1,800

children per year from across Bristol with special educational needs and disabilities, children in care and care leavers and young carers



Recording and broadcast studios, education spaces, rehearsal rooms and live stage facilities for

**emerging
artists**



Bristol Beacon

*Share in the joy
of live Music*

bristolbeacon.org