

The logo consists of four thick, curved, brushstroke-like lines in magenta, cyan, lime green, and orange, all radiating from a single point above the word 'Plymouth'.

Plymouth Culture

Culture & the visitor economy

Dom Jinks - Executive Director

Culture & tourism

- Culture accounts for 37% of global tourism
- Growing at a rate of 15% each year
- Provides significant economic impact back to destinations

Cultural Tourism

Central Pillars:

- Cultural History
- Built or historical heritage
- Contemporary culture













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Plymouth History Centre

The Plymouth History Centre will be a £34m investment in Plymouth's cultural offer, set to open in 2020.

It will attract approximately 300,000 visitors from across the world.

It will create the largest Government Indemnity Scheme Standard gallery in the South West, which will host national and international exhibitions.

The St. Luke's Church development will be Plymouth's very own "Turbine Hall".

The History Centre's contemporary visual arts programme will be a catalyst for a new International Biennial event (The Atlantic Festival) for the city, rivalling Shanghai and Sharjah.

The successful bid in 2014 to the Heritage Lottery Fund resulted in the largest HLF investment of the year - £12.8m.

A successful £4.2m to Arts Council England.



Robins Conference
Centre and Halls of
Residence

Regent Street
Car Park
268 spaces

PLYMOUTH HISTORY CENTRE

New
Performing
Arts
Building
£7m

PLYMOUTH
COLLEGE OF ART
2,000 students

New Creative
Workshops
£8m

Faculty of Arts
Including Peninsula Arts
£36m

BUS STATION & A38 TO EXETER

PRIMARY RETAIL
HUB IN CITY
£1/4 bn
18m people per annum

Drake Circus car park
1250 spaces

ION AND OTHER CAR PARKS

D CORNWALL

Theatre Royal

The Theatre Royal is the UK's largest and best attended regional producing theatre. It drives £26m into the local economy every year.

The Theatre Royal's TR2 development produced the cascade of poppies for the Tower of London's *Blood Swept Land and Seas of Red* hugely popular installation by artists Paul Cummins and Tom Piper

Ocean Studios

Being opened July 2014 by Sir Nicholas Serota, Ocean Studios is providing facilities for over 100 artists, as well as gallery space and an associate scheme.

An aerial night photograph of a city, likely Boston, with a large park in the foreground. The city lights are visible in the background, and a large firework display is exploding over the park, creating a pattern of light and color. The text is overlaid on the image.

Mayflower 400

In 2020, it will be the 400th anniversary of the sailing of the Mayflower.

16 million Americans can trace their roots back to the Mayflower's famous voyage to the New World.

Mayflower 400

Plymouth will be the cultural hub of the 400th anniversary celebrations. We will have:

The opening of the Plymouth History Centre

A new international Mayflower major public artwork commission

A Mayflower National Trail & programme

A new accredited volunteer training scheme in partnership with Creative and Cultural Skills Council, which will train 400 Plymouth volunteers.

City-wide commissions, events and projects from Plymouth's cultural sector.



Plymouth Art Weekender

A City-wide celebration of contemporary art on a scale not seen in the city since the British Art Show in 2011.

Now the largest weekend of visual contemporary art in the UK

MTV Crashes

The popular MTV Crashes returns for the next three years.

The event attracts up to 35,000 people each night and will be broadcast live on MTV's TV channels.

Each event is three nights long and will feature an entire night of local bands, picked by Plymouth residents.

The Grand Partnership

Culture is supported by three crucial relationships in the city; the city council, universities and arts organisations.

This provides; investment, connectivity, influence, resource, capacity and strategic planning.

This is evident in the delivery of Mayflower 400 to Plymouth in 2020.




**Plymouth
Culture**