

## Support for Saint Lucia to Implement the Gender-Responsive National Strategy for the Development of the Four Priority Services Sub-Sectors



  BUILDING ACP TRADE CAPACITY  
RENFORCER LES CAPACITÉS COMMERCIALES DES ACP

Programme funded by European Union  at the request of ACP Group  
Programme financé par l'Union Européenne  à la demande du Groupe ACP

Implemented by  
Mise en œuvre par  AESA CONSORTIUM



## Market Pointer – Exporting “Creative” Services to the United Kingdom

### Demand

The ITC data for the United Kingdom is available until 2019 for Audiovisual and related services and for Other personal, cultural, and recreational services. The United Kingdom imported approximately \$4.7Bn. in Audiovisual and related services in 2019, representing an increase of 4.4% over the corresponding import figure of \$4.5Bn. USD in 2018. Also, the United Kingdom imported \$993,050,000 USD in Other personal, cultural, and recreational services in both 2019 representing an increase of 6.9% over the corresponding import figure of \$928,580,000 USD in 2018. The already significant market demand and growing trend in imports make the United Kingdom market attractive for Saint Lucian artistes to explore.

The United Kingdom boasts a large number of annual events at which Saint Lucian entertainment artistes can perform. Some of these include: Blues Bash in Kent; Leicester Comedy Festival; Cheltenham Jazz Festival; Salisbury International Arts Festival; Isle of Wight Festival; Greenwich + Docklands International Festival; Download Festival; Westonbirt Arboretum for Forest Live; Battle of the Brass Bands in Durham; Penzance Literary Festival; Rhythmtree Festival; South Tyneside Festival; Wireless Festival; Bluedot Festival; Beat-Herder Festival; Leicester's Caribbean Carnival; Beatleweek; and Victorious Festival, among many others.<sup>1</sup> Below is some more detailed information for some of these events.

<sup>1</sup> <https://www.seetorontonow.com/annual-events/>

*Blues Bash in Kent* is Kent's biggest free blues festival. It hits Broadstairs between 22-24 February with the sounds of blues music at the town's 'Blues Bash'. It features over 60 free bands from across the world in 15 different venues, guaranteeing an exciting three days. The headline concerts are on Friday and Saturday night from some of the best Blues acts around.<sup>2</sup>

*Leicester Comedy Festival* features a mix of TV superstars, newcomers, and established veterans trialling new material. Spread over two and a half weeks (6-24 February) in venues across the city, every night is comedy night during the festival. Headline acts feature some of the biggest names in comedy in the UK. Tickets for these sets are often just £5 and give patron the opportunity to see upcoming comedy superstars.<sup>3</sup>

*Cheltenham Jazz Festival* is one of the leading Jazz events in England and takes place in May every year. Performances range from traditional sounds to contemporary jazz, sample musical tasters in the impressive Big Top or culinary and musical delights at the Festival's tented village in Montpellier Gardens. Cheltenham thrums with live music as the festival's free programme takes over the regency spa town with exciting pop-up performances, late-night jam sessions, dazzling parties, and hands-on activities.<sup>4</sup>

*Salisbury International Arts Festival* draws some of the best artists from around the world, commissioning and creating unique work in May of every year. Venues vary from the spectacular Salisbury Cathedral through to Salisbury Playhouse, the Market Place, and other historic locations such as Old Wardour Castle and Stonehenge.<sup>5</sup>

*Isle of Wight Festival* takes place in June of each year and attracts more than 50,000 revellers. Set over four days, the festival features two main stages, along with a whole host of other smaller stages showcasing a mixture of established and up-and-coming music acts.<sup>6</sup>

*Greenwich + Docklands International Festival* has been expanding year on year into a popular and exciting festival, eagerly anticipated by all those who love seriously spectacular theatre and performing arts. It sees streets, parks and public spaces across Greenwich transformed into performance spaces for just over two weeks, allowing art lovers to discover and enjoy outdoor performances for free. The festival takes place from late June to early July each year.<sup>7</sup>

*Download Festival* is Britain's biggest rock and metal festival and takes place in June of each year. Since its humble beginnings in 2003, Download has welcomed the biggest icons of the rock, metal, and punk genres, to grace its stages, as well as new, up-and-coming bands.<sup>8</sup> Download has four stages, each featuring an impressive line-up of bands.

*Westonbirt Arboretum for Forest Live* is an annual event where Westonbirt's open downland is transformed into a fantastic open-air concert arena that is an ideal centrepiece for a cultural escape. Each

---

<sup>2</sup> <https://www.visitengland.com/experience/get-your-blues-fix-broadstairs-blues-bash>

<sup>3</sup> <https://www.visitengland.com/experience/see-britains-finest-comedians-leicester-comedy-festival>

<sup>4</sup> <https://www.visitengland.com/experience/listen-musical-legends-cheltenham-jazz-event-may>

<sup>5</sup> <https://www.visitengland.com/experience/see-salisburys-amazing-art-festival>

<sup>6</sup> <https://www.visitengland.com/experience/see-global-superstars-isle-wight-festival>

<sup>7</sup> <https://www.visitengland.com/experience/enjoy-ultimate-festival-experience-free-greenwich>

<sup>8</sup> <https://www.visitengland.com/experience/rock-out-download-festival>

year, different international artists give outstanding performances that make the forest bounce as fans dance the night away to their favourite music in this unique and important landscape.<sup>9</sup>

*Battle of the Brass Bands in Durham* is the festival equivalent of giving brass music a good rub-down and really bringing out its sheen. Local artists are commissioned to create street installations with a 'brass' theme, bring new eyes to this music tradition that has a rich history in Durham. The highlight for many is the Durham Miners' Gala, a parade through the streets of brass bands and banners, in celebration of the city's coal mining heritage. It takes place in July each year.<sup>10</sup>

*Penzance Literary Festival* takes place in July each year and offers something a little different to its larger contemporaries – the intimate size of the venues, which are dotted about the Cornish town, make for a uniquely relaxed, informal atmosphere, with lively discussions taking place between audiences and guest speakers, many of whom have a specialist knowledge of West Cornwall. It prides itself on being affordable and accessible to all and it does not rely on big names to draw the crowds.<sup>11</sup>

*Rhythmtree Festival* on the Isle of Wight offers hippy food and happy faces, along with top global music stars for festivalgoers of all ages. Hosted across a number of themed areas, Rhythmtree is focused on being family-friendly with activities for kids and a variety of entertainment for all ages. The music acts cover a whole range of global music, such as Afrobeat, Cuban, reggae, folk, blues and more. It also features a healthy mix of local Isle of Wight musicians, bands, and DJs.<sup>12</sup>

*South Tyneside Festival* is an annual celebration of music and culture that brings three months of free entertainment to the vibrant seafront resort of South Shields. Its highlight each year is four open-air concerts on summer Sunday afternoons. Another highlight is a spectacular Summer Parade. One of the biggest of its kind in the North it features more than 2000 participants and is hugely popular.<sup>13</sup>

*Wireless Festival* is three days of dancing to world class hip-hop and R&B acts in London's Finsbury Park in July each year. Wireless has grown into one of London's biggest music events, taking over Finsbury Park for one weekend every July with a huge line up of multi award-winning British acts and internationally acclaimed artists. The party atmosphere includes two stages and a handful of chillout zones.<sup>14</sup>

*Bluedot Festival* is based at the Jodrell Bank Observatory in Cheshire, it offers big-name musicians alongside a programme of science experiments, expert talks, and immersive art in July of each year. Its mission is to inspire and entertain; to explore the frontiers of human advancement; to celebrate science and the exploration of the universe; to explore the intersections of science, culture, art and technology; and to highlight the fragility of planet earth.<sup>15</sup>

*Beat-Herder Festival* organisers create a warm, party atmosphere with the slightly off-beat combination of the Ribbles Valley's natural environment and the festival's elaborately staged grounds. The line-up also

---

<sup>9</sup> <https://www.visitengland.com/experience/revel-music-westonbirt-arboretum-forest-live>

<sup>10</sup> <https://www.visitengland.com/experience/watch-battle-brass-bands-durham>

<sup>11</sup> <https://www.visitengland.com/experience/immerse-yourself-words-penzance-literary-festival>

<sup>12</sup> <https://www.visitengland.com/experience/enjoy-music-around-globe-rhythmtree>

<sup>13</sup> <https://www.visitengland.com/experience/enjoy-energy-south-tyneside-festival>

<sup>14</sup> <https://www.visitengland.com/experience/party-hard-wireless-festival>

<sup>15</sup> <https://www.visitengland.com/experience/go-intergalactic-bluedot-festival>

frequently includes bands covering a variety of genres including rap, reggae, punk, alternative and indie rock and takes place in July each year.

*Leicester's Caribbean Carnival* is held on the first weekend in August, and it is one of the largest multicultural events in the East Midlands, with an estimated 80,000 people coming to join in the fun. The main hub of the festival is the Carnival Village, where local artists perform genres like reggae and soca across different stages.<sup>16</sup>

*Beatleweek* at the legendary Cavern Club is held every year in August at Cavern Club attracting thousands of Beatles fans to Liverpool for Beatleweek. There are seven days of performances, musical tributes, conferences, and conventions to attend, giving fans the chance to celebrate everything they ever loved about the Beatles.<sup>17</sup>

*Victorious Festival* takes over a large section of the beautiful Southsea Common, with areas, arenas, and stages for all types of music and all different ages. There is the Kids' Arena, where families can dance at the Kid's Stage, get crafty at the Arts and Crafts station, play in the sand at the Beach Area or get their faces painted.<sup>18</sup>

## Market entry requirements

Saint Lucian passport holders do not require a visa for travel to United Kingdom if the purpose is for short stay visit or vacation without working in the UK. There are two main visit routes which are open to artists and entertainers depending on the type and length of activity undertaken, the Visit (standard) route and the Visit (Permitted Paid Engagements) route.<sup>19</sup> Under the Visit (standard) route entertainers, artists and musicians can: give performances as individuals or as part of a group; take part in competitions or auditions; make personal appearances and take part in promotional activities; attend workshops and give talks about their work; take part in one or more cultural events or festivals on the list of permit free festivals in Appendix 5 to Appendix V: Immigration Rules for Visitors.<sup>20</sup>

The Visit (Permitted Paid Engagements) route allows professionals who are over 18 years to stay in the UK for up to 1 month to undertake specific paid engagements as listed in Appendix 4 of Appendix V: Immigration Rules for Visitors. It allows professional artists and entertainers (individuals and groups) who are invited to carry out one, or a short series of permitted paid engagements relating to their profession for up to 1 month (single entry visit only). It extends to the performing and creative arts and includes musicians, visual artists, make-up artists, writers, circus practitioners, film makers, dancers, choreographers, and photographers as examples.<sup>21</sup>

---

<sup>16</sup> <https://www.visitengland.com/experience/leicester-caribbean-carnival>

<sup>17</sup> <https://www.visitengland.com/experience/international-beatleweek-cavern-club>

<sup>18</sup> <https://www.visitengland.com/experience/bring-kids-family-friendly-victorious-festival>

<sup>19</sup> Routes of entry for artists and entertainers, UK Visas & Immigration, August 2015, p.3

<sup>20</sup> Ibid. p.3.

<sup>21</sup> Ibid. p.6.

## Current Trends

The West End debut of the hit Broadway musical Hamilton, mega gigs including U2 and Guns N' Roses and the return of Star Wars helped propel the UK's live entertainment sector to a record £17Bn. in revenues in 2017. In addition, experiential events, from Tough Mudder and the continuing proliferation of festivals to Secret Cinema's annual themed experiences, have continued to grow in popularity. In 2017 Secret Cinema's Moulin Rouge drew 80,000 while 100,000 fans flocked to the Star Wars experience in 2016.<sup>22</sup>

Blockbusters including Star Wars: The Last Jedi, Beauty and the Beast and Dunkirk helped the UK box office hit £1.2Bn. last year, as fans shelled out to catch their favourite films in cinemas rather than wait for them to come to the small screen. Ticket sales were up 1.4% to 170.6Mn., according to the Cinema Advertising Association.<sup>23</sup>

## Future Trends

According to an assessment by PwC, the UK entertainment and media industry will be worth £76Bn. by 2021. PwC's latest Global Entertainment & Media Outlook finds the market will grow by £8Bn. over the next four years making it the second largest in Europe.

The study also finds that the UK will account for a third of all Western European internet advertising spend. The UK is now Europe's largest video games market and podcast listeners in the UK are to grow 29 per cent year-on-year to reach 27 million by 2022.<sup>24</sup>

---

<sup>22</sup> The Guardian, January 19, 2018

<sup>23</sup> Ibid.

<sup>24</sup> [www.insider.co.uk](http://www.insider.co.uk)