bournemouth symphony orchestra

SOUND DIPLOMACY

The Sound of Growth: One Orchestra driving *£11.4m* in economic value, *£17.8m* of social value, and a difference in concert halls, classrooms, hospitals, and care homes across the South West.

This report proves what has long been felt: **that investment in culture drives multiple returns, both economically and socially.**



The social impact generated by **the BSO in the South West was *£17.8m* in 2025.** This creates long term benefits, such as **reduced pressure on other services in the region,** including hospitals, care homes, schools, community centres and more.



For every *£1* spent, the BSO generated *£3.29* turnover as money circulated through the regional economy. The registered charity also generated *£6.2m* **GVA towards the UK's GDP**.

In 2025 alone, **the BSO drove *£11.4m* turnover in the regional economy,** generated through employment (215 FTE jobs), support of local suppliers, and audience spend.







It is pioneering for an orchestra to measure its social value; ordinarily this method is adopted by the health and care sector – the BSO and Sound Diplomacy have utilised the TOMS framework, which is a government recognised method for creating a monetised figure for social impact.

129
concerts

77,000
in-person attendees

19,256
digital viewers

With more events reaching *200* **locations** in *23* **local authority areas.**

A major regional employer with a workforce that feels proud and supported: *95%* of freelancers proud and 90% feel sufficiently supported; *97%* of staff musicians agree the BSO Committee is active and supports a productive and successful working environment.

[January–December 2025]