



MAKING AN ECONOMIC CASE FOR CULTURE

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2020

WHY THE CULTURAL ECONOMY MATTERS

- Visitor experience is everything – the Moon has been shown all over the world
- High visitor numbers: Natural History Museum – over 6 months - 2 million visitors – voted as the best temporary exhibit ever held there. Rochester Cathedral – 3 weeks – 100,000 visitors. Gloucester Cathedral- 3 weeks 70,000 visitors
- What makes it successful for venues? A simple idea that is iconic, cross-cultural, ticketed entry creates income for charities that host it
- What makes it successful for audiences? It's spectacular, is responsive to each site with different soundtracks, has universal appeal to all ages, make you wonder, and most of all, makes for great selfies and photos.

Luke Jerram, Moon, Tintern Abbey



A BIT OF BACKGROUND ABOUT CANOPY

- 2016 Creative Canopy was formed in response to ACE invitation to conduct action research with a view to future investment
- 2017 We hosted a Showcase event at West Dean Parish Council, funded by ACE & WDPC
- 2018 admin and fundraising
- 2018 funding secured from ACE for post to move forward with action research to identify what is needed and how to deliver it
- 2019-2020 Renamed canopy creative network – ran networking events, developed phone box project and conducting research towards our future



Photo credit Tina Dorner



VISION

The Canopy Creative Network actively forges pathways for social change through the arts, by supporting a thriving calendar of cultural activities across The Forest of Dean

WE AIM to:

- celebrate the unique qualities of Forest people and places through the creative practices
- be economically and environmentally sustainable in all we do
- develop a strong, accessible cultural community in the Forest of Dean
- support and profile contemporary arts in the area

Tina Hitchens, Phone Box Sound Artist, researching with Gloucester Speleological Society

STATISTICS FOR STARTERS 2016

- The culture sector has outstripped agriculture and some areas of UK manufacturing as a contributor to the UK economy.
- The value of arts and culture as an industry rose by £390 million from 2015 to 2016
- The culture sector now supports 360,000 jobs and brings the government £2.8 billion in tax.
- Since 2009 arts and culture has grown faster than the economy as a whole and labour productivity here is higher than the UK's as a whole.



Shebang Phone Box Project

THE FOREST IS (OBVIOUSLY) A RURAL PLACE

- ACE stats relating to the 'poor cousin' status of rural locations
- G4A awards made between 2015-2018:
- Only 12 per cent of all G4A awards were made to applicants residing in rural areas
- 30 (4.6 per cent) NPOs funded to deliver work in that period reside in rural areas
- 116 NPOs (18 per cent) based in a rural local authority setting

Phone Box Artists in Christchurch



CULTURAL TOURISM

Our cultural heritage is not the only draw for visitors.

VisitBritain conducted research about perceptions of the UK from respondents in 20 countries around the world.

They found that UK was ranked 3rd for contemporary culture; 5th for historic buildings and 7th for cultural heritage (out of 50 nations)

Table 1: GfK Anholt Nations Brand Index UK rank out of 50 nations 2008-2014

UK rank out of 50 nations	2008	2009	2010	2011	2012	2013	2014
TOURISM	4	5	5	4	4	4	3
Historic Buildings	4	4	4	4	5	5	5
Vibrant City	4	4	4	4	4	4	4
CULTURE	3	4	6	4	4	4	5
Contemporary	4	4	4	4	3	3	3
Sport	7	8	8	5	6	5	4
Cultural Heritage	6	7	7	7	7	7	7

Table 3: Inbound UK holiday visits which involved activity, 2011

	France	Germany	USA	All UK Holiday
Went shopping	70%	73%	67%	71%
Visited parks or gardens	49%	60%	60%	54%
Visited castles or historic houses	42%	62%	60%	48%
Went to the pub	39%	54%	60%	50%
Visited museums or art galleries	43%	44%	53%	43%
Visited religious buildings	31%	42%	49%	35%
Went to countryside or villages	18%	29%	28%	22%
Went to the coast or beaches	13%	27%	15%	15%
Went to bars or nightclubs	11%	11%	18%	14%
Went to theatre / musical / opera / ballet	6%	10%	22%	14%
Attended a festival (e.g. music, food, arts, film)	3%	4%	7%	4%
Went to a live sport event (e.g. at a stadium)	2%	2%	3%	4%

ECONOMIC CONTEXT

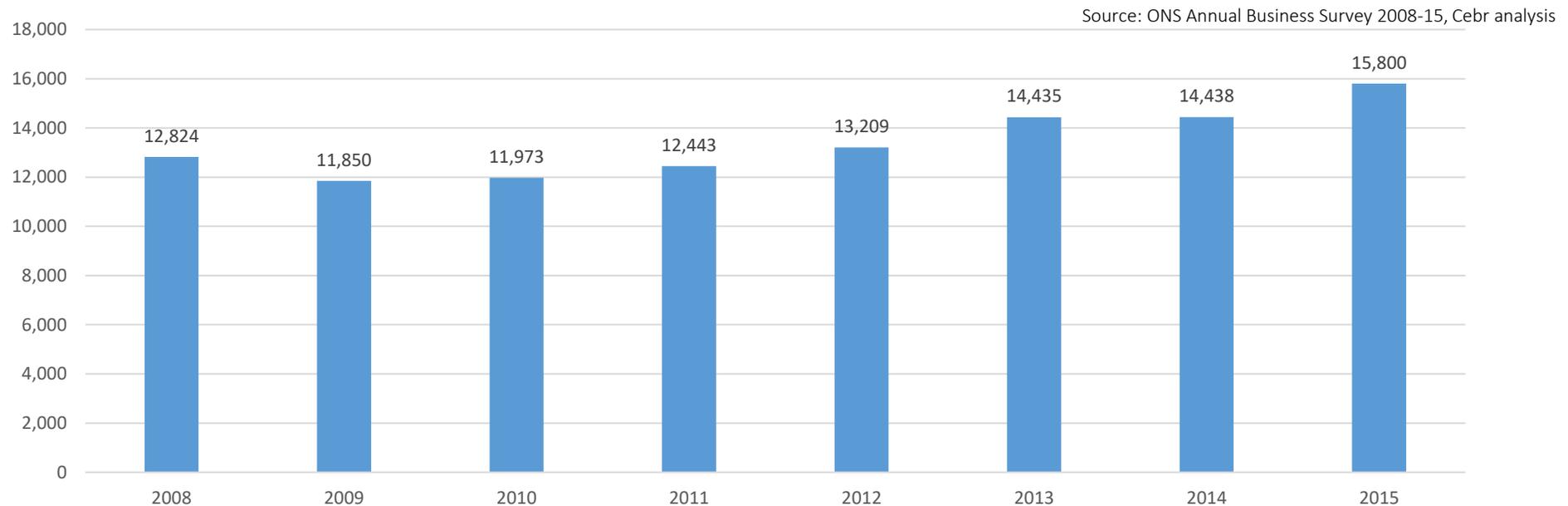
Contribution of the arts and culture industry to the UK economy

An updated assessment of the macroeconomic contributions of the arts and culture industry to the national and regional economies of the UK

Report for Arts Council England

Figure 1: Turnover generated by the arts and culture industry in the UK, 2008-15, £m current prices

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Canopy Q & A Multiplier Impacts

Q: How can a seed investment grow, using grants?

A: By using small grants to lever larger ones

EQUATION: ACE + WDPC + more ACE + Heritage Lottery = growing the cultural economy.

2017 ACE Seed funded 10k – which paid for fundraiser

2018 Levered £40k – which paid for current work

2019 Levered £4520 from WDPC – which supported research for phone box project

2020 Levering 15k from ACE + (possibly) £8k from Heritage Lottery – to deliver & document phone box project

PLUS partnership bids, currently likely to be around £20k over coming months, with another ACE bid for around £50k

OUTCOMES: community development, organisational development, networks, partnerships, cross-sector working, cultural tourism

5.1 Direct contributions to the national and regional economies of the UK

Table 3 illustrates the importance of the arts and culture industry in terms of GVA contributions to regional GDP. Of the estimated £10.6 billion of direct GVA generated in 2015 by the arts and culture industry in the UK, almost £9.5 billion was generated in England, with £3.4 billion generated in London alone, where arts and culture's share of the region's economy is the highest at 0.89%. The industry's share of the Wales economy is lowest at 0.43%, which compares with a 0.64% share across the UK as a whole and a 0.66% across England. In absolute terms, the contribution of the industry to Northern Ireland is lowest at £151 million in 2015.

Table 3: Direct GVA contributions of the arts and culture industry to UK nations and English regions, 2015

UK nation/English region	Direct GVA 2015 £m	Percentage of area's GVA
UK	10,617	0.64%
Total England	9,437	0.66%
London	3,355	0.89%
South East	1,962	0.79%
North West	928	0.59%
East of England	834	0.57%
Scotland	790	0.62%
West Midlands	611	0.51%
South West	564	0.45%
Yorkshire & The Humber	484	0.44%
East Midlands	440	0.45%
North East	259	0.52%
Wales	238	0.43%
Northern Ireland	151	0.44%

Source: [Cebr analysis](#)

Hannah Aebi dancer, workshop Walmore School, how many kids fit in a phone box



Cultural Tourism Q & A

Q: how do we increase audience numbers and gain income from ticket sales?

A: by creating an infrastructure that makes things happen and importantly TELLS PEOPLE ABOUT IT! Work with Wye Dean Tourism to amplify the What's On side – for both residents and tourists alike - see VisitBristol for good model. Look at the success of 'Leaf Peeping!'

EQUATION: what's on for tourists + what's on for residents = efficient use of a website

OUTCOMES: better marketing for both – more audiences, more events

Photo by Jane Spray, artist, during Walking the Woods networking day



Canopy Arts & Health Q & A

Q: How can canopy support the elderly and artists to access new technologies?

A: By paying facilitators to help artists and the elderly to find out more online about their passions or hobbies

EQUATION: canopy + seniors+ Innovation Lab = learning

OUTCOMES: co-learning, social, education by stealth – take a topic that people love and show them how to use technology to help them do more, in a different way

Sharon Foley, glass artist, working with Ellwood Primary School



WHAT CREATES A RICH CULTURAL ECONOMY?



Forest of Dean culture is comprised of this place and the people that live here



Art and nature are natural companions



Art and technology have the potential to change our lives



Without culture life would be very dull

NEWSFLASH!

The day I completed this presentation I heard a programme on Radio 4 about economics. It made me stall while typing up statistics.

- Start the Week - Morality, money and power
- Mervyn King has a new book out called: Radical Uncertainty: Decision-making for an unknowable future
- The way we model economy is now defunct – the traditional models cannot respond to uncertainty e.g. corona virus
- We were drugged by the illusion that numbers can save us & tame uncertainty – a false turning
- The solution lies in narrative and story-telling – we need creatives to do that! Narratives challenge conversations. Changes happen.

Sharon Foley, glass artist, working with Ellwood Primary School



WE NEED A CULTURAL STRATEGY TO INFORM & SUPPORT THE CUTURAL ECONOMY

- Canopy can help to feed the economy in the Forest of Dean by actively connecting people, places, charities and businesses
- One way we can do that is for us to deliver a cultural strategy as a model of good practice, to ensure there is a coherence to what is on offer, and that coherence is created by quality, relevance to place and informed by those that live here
- Narrative is the new economic model for resilience

While we wait for the corona virus to leave us, we are making plans how we can celebrate its departure with a big bang.

Do you remember Lightshift, 2001 ?

It lifted the spirits after foot & mouth – please help us to do the same post-corona.

Get in touch if you would like to be part of this planning

COVID 19 UPDATE

- This presentation was created 2 weeks before the pandemic arrived
- We had grant applications in process to deliver the Phone Box Project in May 2020, and another for the next years revenue
- We secured an emergency grant from Arts Council England to enable us to continue building up the network
- And to make £2000 available to the Forest Creative Sector to make new work in the public domain and to support creative practitioners to continue their work in difficult times
- We continue to support the sector the best we can and look forward to presenting a showcase to celebrate forest creativity when we are able to

canopy

creative network



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