

Joining the Dots: cultural sector research
in the South West

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Killer Fact

Households in the South West spend more each week on culture (£62.10 on 'leisure goods' and 'leisure services') than on:

- Housing (£57.80)
- Food and non-alcoholic drinks (£57.80)
- Motoring (£62.00)

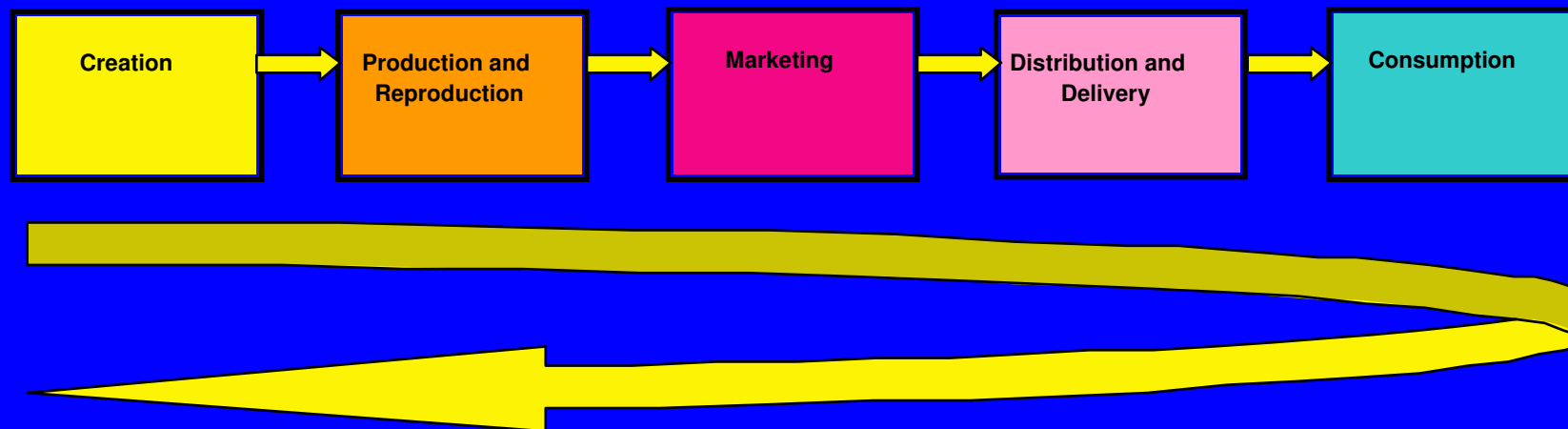
That's about £6.8 billion *per annum* or 16% of total regional household expenditure.

Knowledge Management for the Cultural Sector...

- Unified and plausible definition of the 'cultural sector'.
- Size, extent, comparators.
- Significance, impacts and effects.
- Connections with inclusion, cohesion, diversity, quality of life.
- Positioning in the mainstream of public policy

The analytical approach...

The Value Production Chain or 'culture cycle'



1. Towards a quantitative baseline
2. Towards a qualitative baseline

The Regional Cultural Data Framework

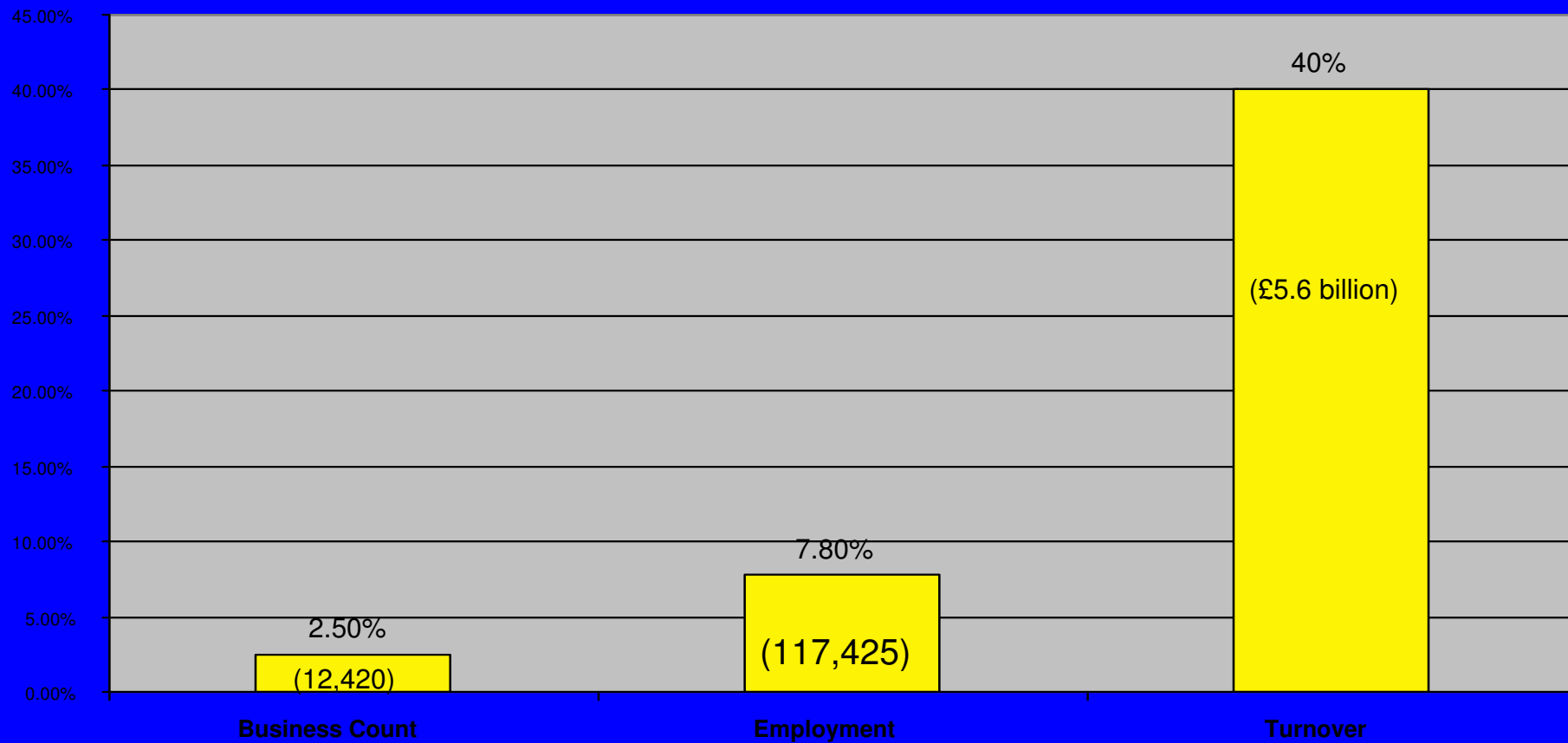
	1. CREATION	2. MAKING	3. DISSEMINATION	4. EXHIBITION & RECEPTION	5. ARCHIVING & PRESERVATION	6. EDUCATION & UNDERSTANDING
1. VISUAL ART						
2. PERFORMANCE						
3. AUDIO-VISUAL						
4. BOOKS AND PRESS						
5. HERITAGE						
6. SPORT						
7. TOURISM						

A. Culture has both a 'material' and a non-material dimension. The definition of the cultural sectors must focus upon material culture, and we understand this to be the sum of activities and necessary resources (tools, infrastructure and artefacts) involved in the whole 'cycle' of creation, making, dissemination, exhibition/reception, archiving/preservation, and education/understanding relating to cultural products and services.

B. The range of activities defined as 'cultural' is fluid and changing. However, at their most inclusive, we recognise the cultural sector to cover the following seven 'domains': Visual Art, Performance, Audio-Visual, Books and Press, Sport and Health, Heritage and Tourism.

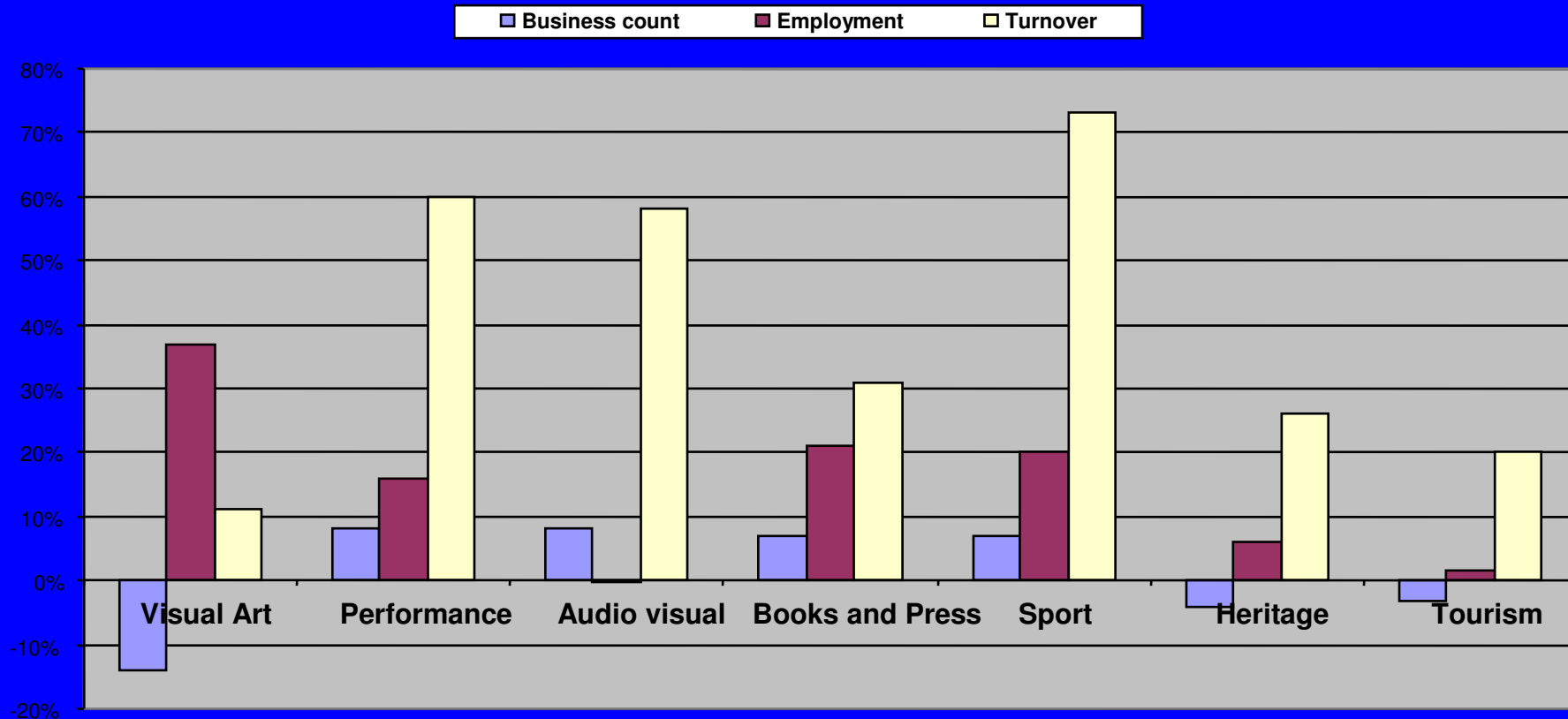
The Quantitative Baseline (1): Cultural Sector Growth 98-02

South West Cultural Sector % increase in business count, employment and turnover 1998-2002



The Quantitative Baseline (2): Domain/sub-sector growth 98-02

South West Cultural Sector business count, employment and turnover growth rates 1998-2002

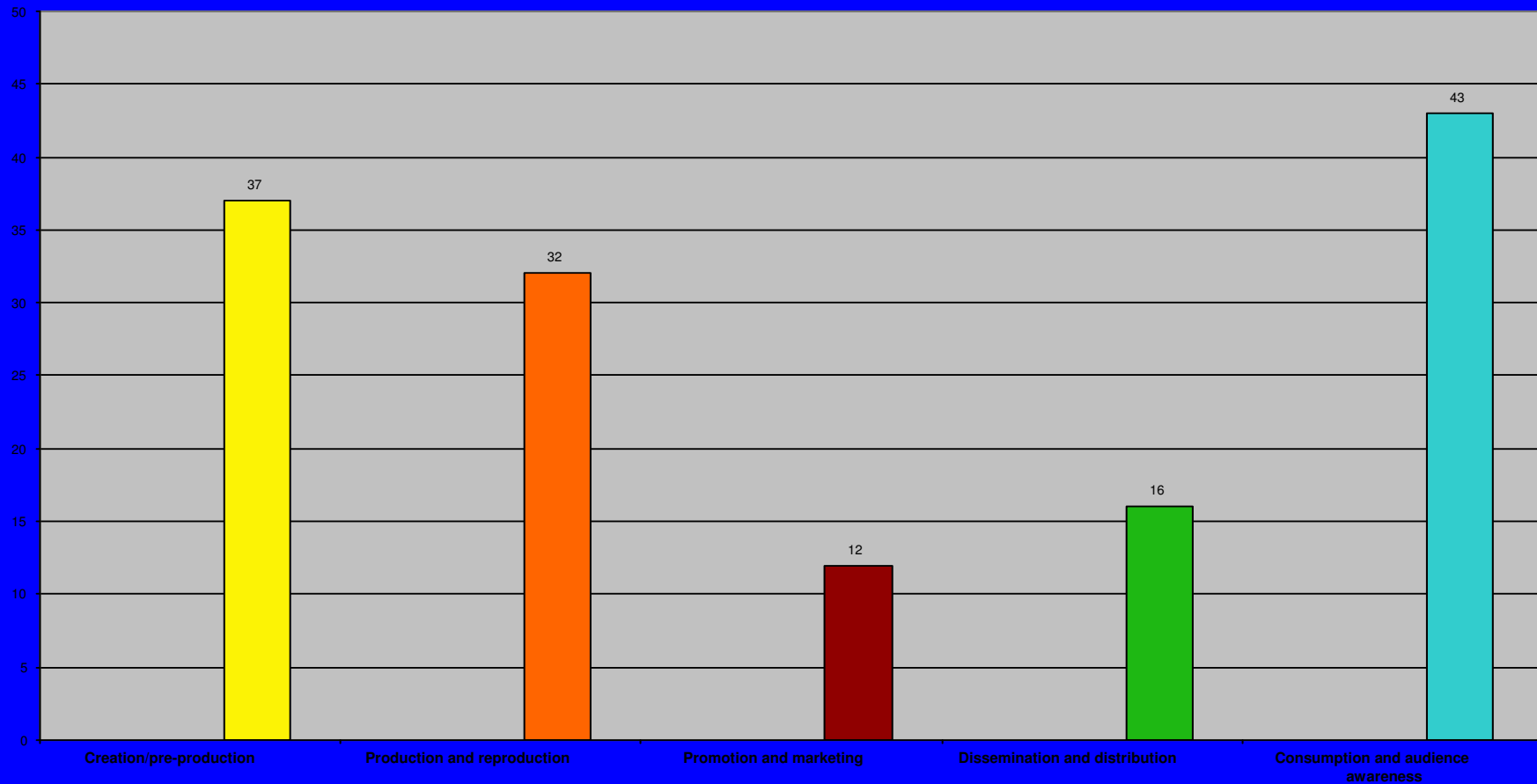


The Gaps

	1. CREATION	2. MAKING	3. DISSEMINATION	4. EXHIBITION & RECEPTION	5. ARCHIVING & PRESERVATION	6. EDUCATION & UNDERSTANDING
1. VISUAL ART	..	92.31/2: Other artistic and literary creation and interpretation 74.20/1 Architectural activities				92..32: Operation of Arts Facilities
2. PERFORMANCE			92.34/1 Dance halls, discos and instructor services
3. AUDIO-VISUAL	92.34/9: Other entertainment..inc. circus and puppet shows
4. BOOKS AND PRESS	
5. HERITAGE		
6. SPORT			
7. TOURISM		92.33 Fair and amusement park activities 92.71: Gambling and betting activities

Distribution of Research by value chain/culture cycle

SW Cultural Sector Research
by value chain/culture cycle stage
(number of reports)



Key findings

Cultural sector research in SW is widespread and active but:

- Fragmented and uncoordinated and in need of steer/incentives
- In need of (quantitative) extension and (qualitative) depth
- Unevenly distributed by sub-sector and focus/emphasis
- Suffering from weak definition and low policy profile
- Poorly served by reliable quantitative data
- Even more poorly served by robust qualitative data
- Lacking in incentives and framework for HE research

Key incentives and catalysts..

Knowledge base emerging through:

- Consolidated work by local authorities in cultural/community strategies, Best Value reviews and Comprehensive Performance Assessment
- Active regional agency research agendas
- *New Regional Economic Strategy, Regional Cultural Strategy and Integrated Regional Strategy*
- Work of South West Observatory and South West Intelligence Database (SWID)
- The Creative Industries Agenda and the Regional Cultural Data Framework
- National, regional and local Quality of Life work
- Emergent funding and partnership incentives for Higher Education sector

The Recommendations...

1. Enhance the *quantitative* baseline through:

- Building on the RCDF foundations and ‘floorplan’
- Research co-ordination and ‘knowledge management’
- Collation and ‘clearing’ of existing data at local/sub-regional levels
- Encouragement of local/sub-regional mapping

The Recommendations...

2. Enhance the *qualitative* baseline through:

- Region-wide and sub-sector mapping of attitudinal and other qualitative factors
- Partnership with HEs on cultural, social, human, capital assessment
- Research on culture, identity, image and sense of place

The Recommendations...

3. Sub-sectoral priorities at *regional* level:

- Visual and performing arts
- Craft, design, creative new media
- Heritage impact assessment
- Tourism impact assessment
- Sustainable cultural tourism
- Social benefits of sports participation

The Recommendations...

4. Cultural indicators and quality of life:

- Integrate cultural indicators with Quality of Life Counts, Best Value Performance Indicators (BVPs) and Comprehensive Performance Assessment (CPA) process.

The Recommendations...

5. Incentives and mechanisms for applied cultural sector research:

- Engage the field of grant-funded research to the HE sector (HEFCE, ESRC, AHRB, next RAE round, etc)
- Stronger partnership and collaboration with HERDA-SW
- Consider bidding for the proposed DCMS research centre

Conclusion...

Joining the dots requires...

- Joining up the research and knowledge base to the policy field
- Engaging the bigger and more strategic picture
- Moving up the knowledge chain from data to information to knowledge to ‘wisdom’.
- A stakeholder research agenda