

*SHIPS: The Economic and
Social Impact of Cultural
Investments*



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with

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The Approach



- Phase 1: Assessing the Sector
 - Cultural mapping
 - The DCMS Evidence Toolkit *plus*
- Phase 2: Social and Economic Impacts
 - Case studies
 - Contributions to priorities
- Phase 3: Informing policy
 - Policy audit
 - Map of connections with CPA, Shared Priorities etc
 - Datacapture architecture

Phase 1: Assessing the Sector



- The Organisation Questionnaire
 - Funding sources
 - Turnover
 - Admissions/attendances
 - Self-evaluation of social impacts
- Research and analysis
 - Digest of all relevant policy/funding frameworks and documentation
 - The DCMS Evidence Toolkit *plus* the 'statistically invisible'.

Phase 2: Social and Economic Impacts



- Definition of 'impacts'
 - Economic (turnover, employment, number of businesses)
 - Social (inclusion, cohesion)
 - Cultural (diversity, innovation, creativity)

The Case Studies




- The Evaluation Framework: 'capital assessment'
 - Economic capital (from Phase 1)
 - Social capital (trust, reciprocity, volunteering)
 - Cultural capital (innovation, creativity, diversity)
 - Structural/institutional capital (support and management structures)
- Sustainability (Agenda 21 for Culture)

The SHIPS Priorities



- Economic Development
- Regeneration
- The Rural Economy
- Young People
- Health
- Education
- Social Inclusion

Phase 3: Informing Policy



- Audit and analysis
 - Policy settings: only connect
- Template development and consolidation
 - Testing against DCMS *Evidence Toolkit*
 - Developing indicators (CPA Culture Block)
- Map of Connections between
 - The Creative Economy
 - Healthy Communities
 - Vital Neighbourhoods
 - Engaging Young People

The Cultural Sector



- o Visual Arts (including architecture)
- o Performance
- o Audio visual (including advertising)
- o Books and Press
- o Heritage
- o Sport
- o Tourism

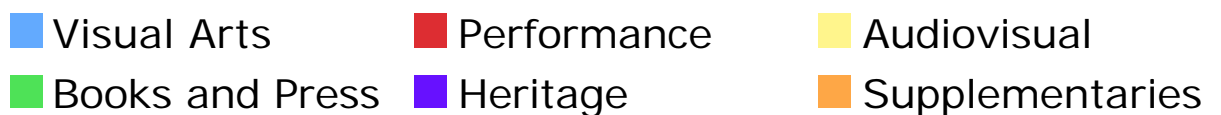
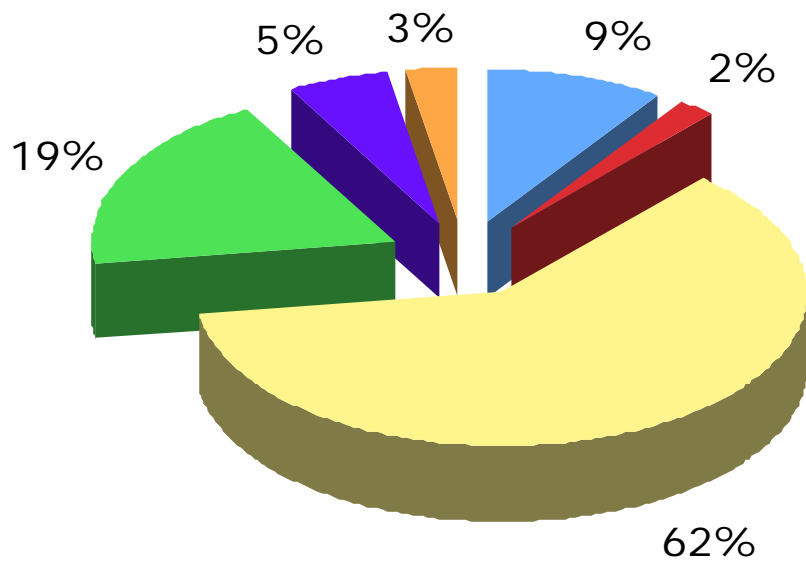
Some findings...

Employment

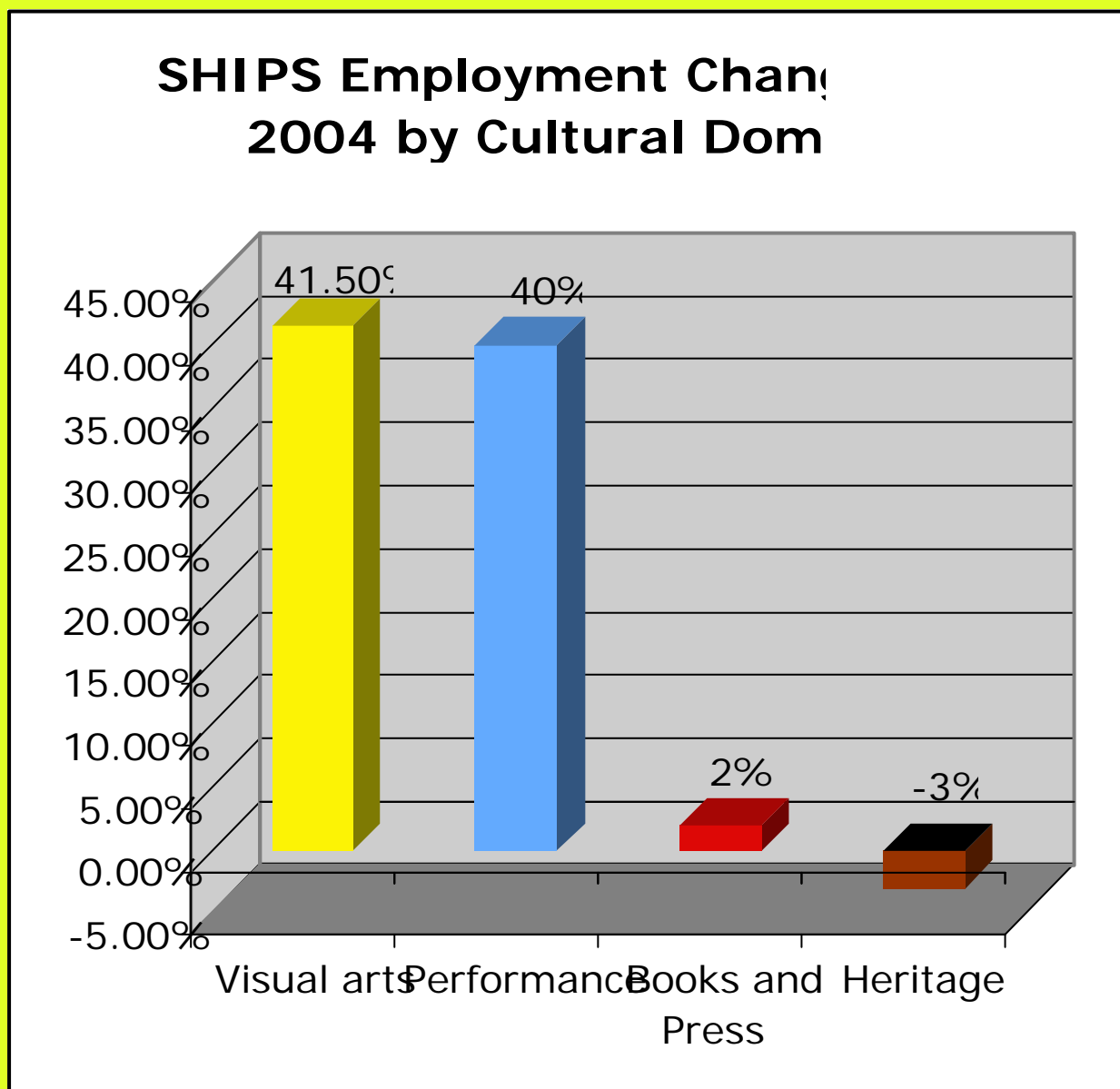
Local Authority	Cultural Sector Employment	As % of total employed in the area
Hampshire	38,243	7.1%
Isle of Wight	2,404	5.2%
Portsmouth	7,472	7.2%
Southampton	6,150	5.3%
<u>SHIPS total</u>	<u>54,550</u>	<u>6.8%</u>

Employment by domain

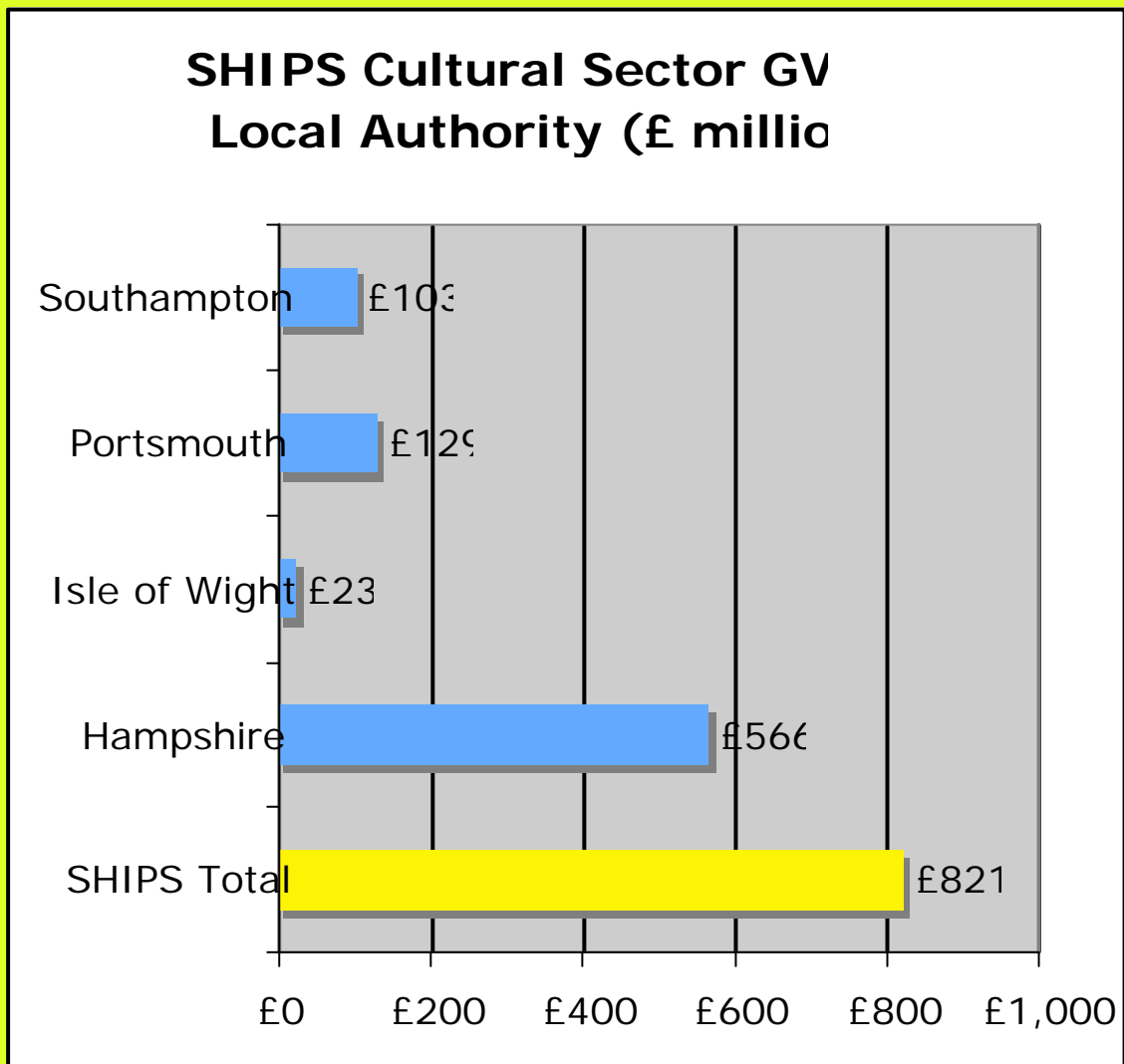
SHIPS Employment by cultural domain 2004



Employment change

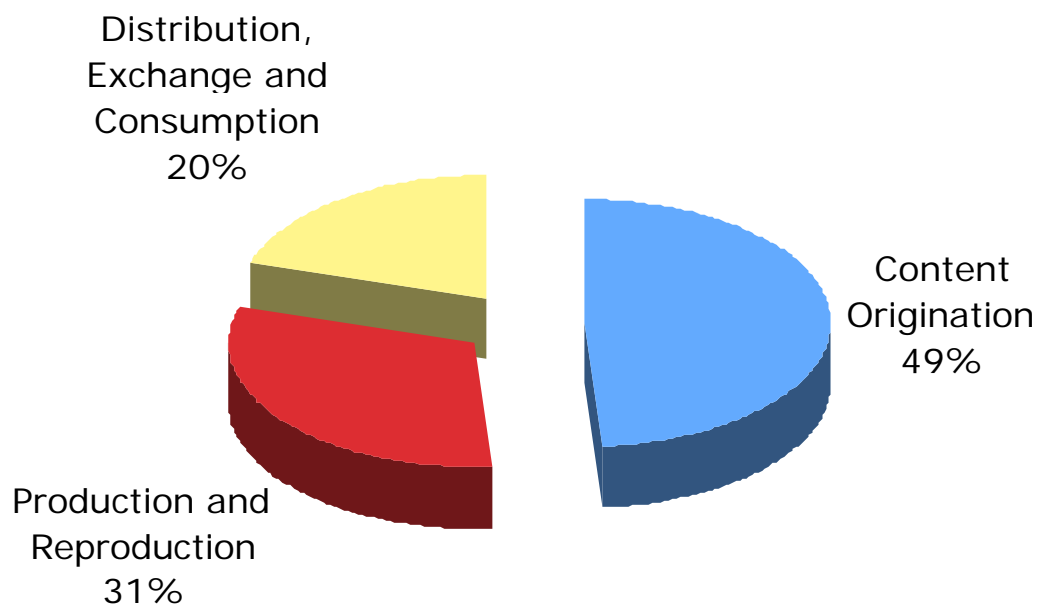


Gross Value Added

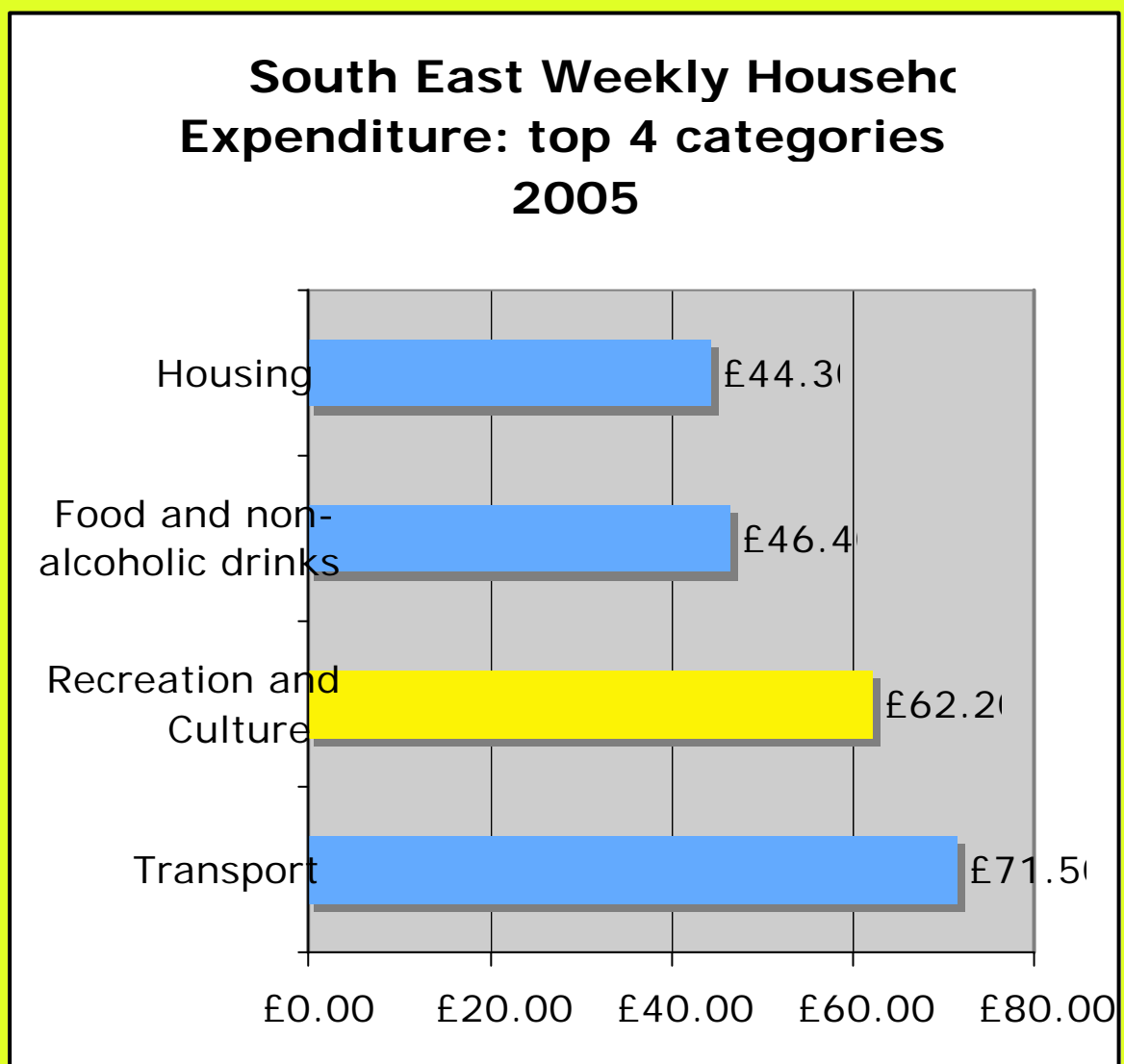


Value Production Chain Analysis

SHIPS Distribution of Employment by Value Production Chain 2004

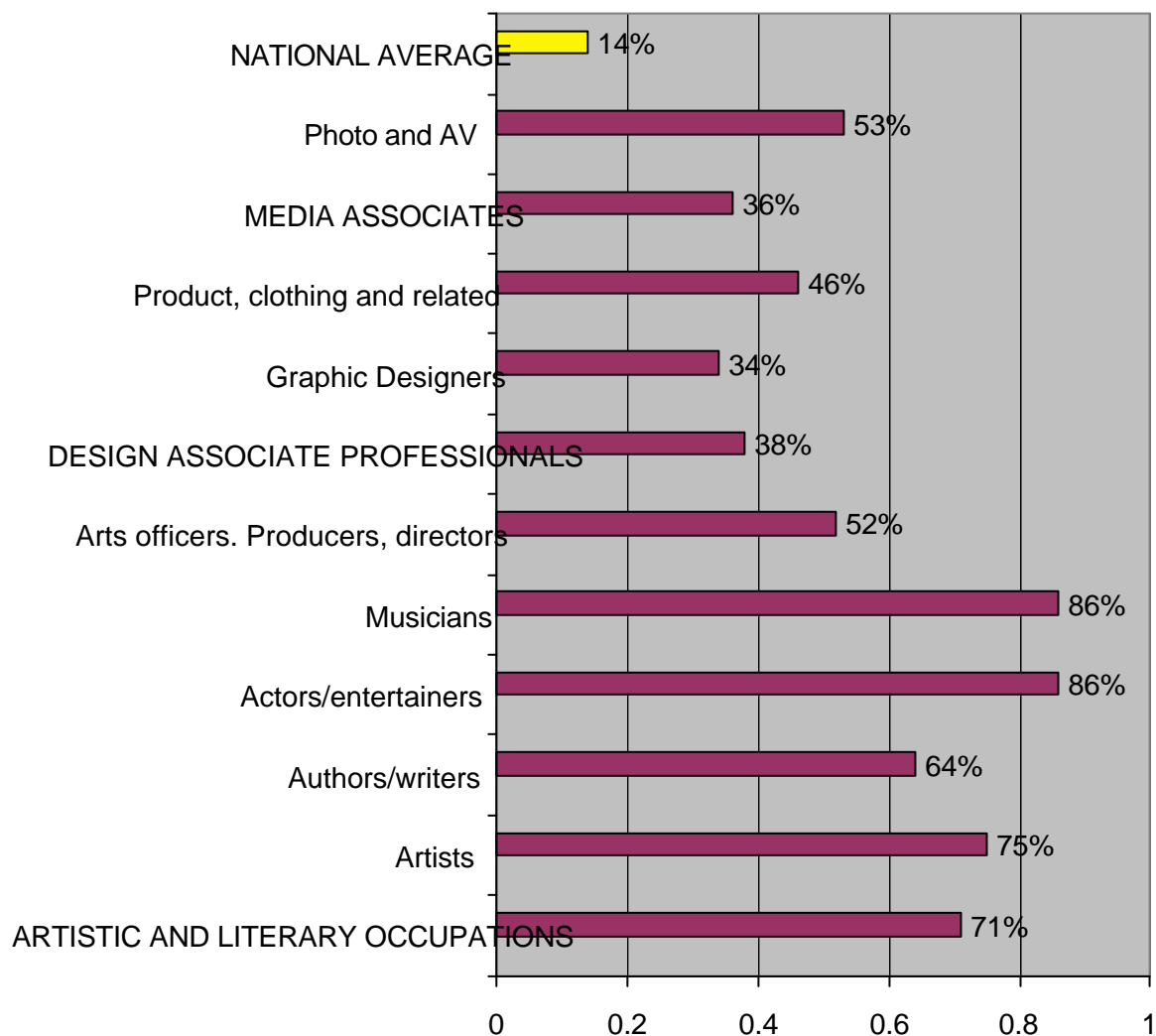


The Demand Side



Statistical invisibility

National Cultural Self Employment



Performance Assessment Framework



- o *Comprehensive Performance Assessment - The 'Culture Block'*
- o *Local Area Agreements*
- o Local Strategic Partnerships
- o Shared Priorities

The Shared Priorities



Visit Partnership	Local Agents
Via Neighbourhoods	Strand Stage Communities
Engaging Young People	Children and Young People
Healthy Communities	Healthier Communities and Older People
The Creative Economy	Economic Development and Enterprise

publication [Local Government and the Arts; A Vision for Partnership](#)