

Areas of consideration

- The local context: the cultural offer and sense of place
- The need for evidence: potential economic benefit of the arts, culture and heritage
- The case for social return on investment



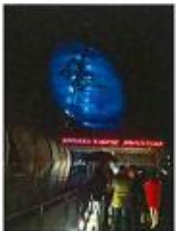
The local context: the cultural offer and sense of place

- Manifesto commitment: to make Leicester a better place to live, work or visit
- Place-marketing: provides opportunities for investment, economic growth, image branding and identity.
- Increasingly self-confident city



Leicester's assets

- A global population
- Diverse culture and food
- Opportunities to build on tourism offer:
 - King Richard III Visitor Centre
 - National Space Centre
 - Great Central Railway
 - Theatre, music and dance
 - Museums
 - Sports tourism
 - Faith tourism
 - Food tourism



Questions

How do these heritage assets and tourism offers contribute towards the image of Leicester as:

- a destination?
- a place to do business?
- a place of inward investment?

What impacts to they have on visitor experience?
 Why do people come (or not) to Leicester?
 What sort of information can be accessed by project monitoring reports?

Recommendation

- That an annual perception survey for arts organisations gathers information to develop and monitor service quality for the purpose of place-marketing Leicester as a place to work, live and do business, as well as a tourist destination.



The need for evidence

As an authority we have a responsibility to demonstrate the value of investment in the arts, to show our expenditure is responsible and for the greater benefit of the city and its citizens.



UK Statistics

- UK culture sector Gross Value Added, 2014 was £84.1 billion and growing
- Heritage tourism is 2% of GDP (for each £1, 32p is spent on site and 69p in local businesses)
- Birmingham Arts Partnership noted for each £1 invested there was a return on investment of £29.

Leicester Statistics

- 2010-2014 employment rates in Leicester's creative industries grew by 17% (2-3% across all other industries).
- Tourism in Leicester and county worth £1.7 billion in 2015 (up 6.6% since 2014).
- Consistent growth over last 6 years, city alone 22.9% increase from £440.36 million to £541 million
- Hotel occupancy 86.8% in September 2015, avg figure c.85% and rise of 4% 2014-2015
- Economic impact of hotel guests £115 per person

Leicester statistics

Caribbean Carnival (2011) audience spend of £143,000 to £372,000
 Leicester Comedy Festival (2011) £1.78 million (for each £1 of grant generates £20 expenditure)
 Curve - £5.33-£5.37 million
 Phoenix - £1.07-£1.08 million
 De Montfort Hall - £5.73-£5.81 million
 Night of Festivals avg spend £31.89 per person (2015)

Recommendation

- That economic assessment surveys are carried out to monitor the impact of publicly funded heritage, culture and arts organisations
- Collaboration with organisations such as Leicester Arts Festivals to pilot surveys



Social return on investment

- Evidence of need to widen the scope of the task group to include the social impact of arts, heritage and culture.
- Evidence suggests that creative industries social worth is for each £1 invested there is a social return of £10.
- Engagement and participation in arts and culture have a positive social impact on health and well-being.
- Participation increases:
social capital of individuals
fosters community cohesion
stronger and safer communities.



Social deprivation

- Evidence that some communities participate in cultural activities more than others.
- Some festivals and events appeal to some communities more than others.
- English Heritage research suggests that fewer working-class people visit heritage attractions than 20 years ago.

Recommendation

- Cultural activity should be accessible to all. Any connection between cultural participation and deprivation needs to be investigated.
- The qualitative must be given the same importance as quantitative.



Conclusion and impact for scrutiny

- Routine monitoring of arts, culture and heritage events could lead to more robust scrutiny, essential to vindicate continued investment in the sector.
- Further research on social impacts of heritage, art and culture.
- Closer working with Economic Development and Tourism Scrutiny Commission.
- Rigorous scrutiny, creating a clear narrative of economic, social, health and well-being benefits will inspire confidence that the Council is investing their money wisely. 2010-2014 employment rates in Leicester's creative industries grew by 17% (2-3% across all other industries).