

# CUMBRIA CULTURAL STATISTICS FRAMEWORK

A Digest of Cultural Statistics

## EXECUTIVE SUMMARY

Prepared for Cumbria County Council

2009

## INTRODUCTION

This statistics framework uses the Department of Culture Media & Sport's (DCMS's) definition of culture, as described in the DCMS's Evidence Toolkit – DET (2004). This is becoming the generally accepted standard to observe. The DET adopts an "industrial" definition of the sector, by reference to the cultural output and activities it delivers, rather than an "occupational" definition.

Seven domains are identified within "culture" by the DET. These are: performance, visual arts, heritage, books and press, audio-visual, sport and tourism. The DCMS classification includes economic activity across the "entire supply chain" and so retail and manufacturing are counted together with purely cultural functions. The DET relates the domains to the industrial and standard occupational classifications in National Statistics. It should be understood, that while the majority of people with cultural "occupations" are economically active in these domains, some with cultural "occupations" are economically active in other industrial sectors.

The framework gathers together available statistics for each of the seven cultural domains in Cumbria. The data on sport are in the process of being finalised and will be added to the framework shortly. The figures held in the framework cover provision (organisations, activities and resourcing) and outputs (public engagement, attendance and cultural achievements) within each domain. Summary sections deal with festivals, which can overlap the domains, and the "creative industries". The framework also includes six cross-cutting sections, which deal with areas of general policy interest. These cover creation, education, outreach and training, voluntary organisations, the public (participation and market characteristics) resourcing the sector and buildings and investment.

Every effort has been made to present the data within the framework using consistent categories. The aim is to enable consistent read-across amongst the various tables. Wherever possible, data are presented at the district-council level as well as for Cumbria as a whole. This means that the picture in each district council can be separately identified within the total Cumbria landscape.

There are only limited cultural statistics available at the national level, and few can be safely analysed at the sub-regional level. In order to include more national and regional benchmarking, it has proved necessary for the framework to assemble its own figures for this purpose from a variety of sources to serve as national measures. Where safe to do so, the material is presented in framework tables, otherwise, the material can be found in a technical support document, which is available on request.

Thanks are owed to very many people and organisations for helping in the collection of these data and the preparation of the framework. They are listed in the technical support document, together with a statement of key, published sources.

## 1. OVERVIEW

The cultural sector in Cumbria is characterised by an exceptional number of professional institutions and organisations. These cover all the cultural domains and embrace a wide range of expertise. The 112 organisations include significant clusters in performance (theatres, halls, companies), heritage (museums archives, listed buildings) and literature. There are many specialist festivals. Cumbria is also exceptionally well provided with voluntary organisations in the cultural field, some 261 in total, which generate activity in music, dance, amateur dramatics, writing, art, craft and photography and local history.

Some institutions operate in more than one domain. In addition to their own specialist organisations, the visual arts are also served by museums. None of the Cumbria's cultural organisations is particularly large by national standards and many are small. The largest are Theatre by the Lake, Tullie House and Brewery Arts, and Lakeland Arts Trust and Wordsworth Trust are substantial independent museums. The arts-development function in Cumbria is discharged by the local authorities. Training, education and outreach have recently emerged as a distinctive and strongly-growing area.

Cumbria's cultural sector attracts a public of some 2.37 million (2006/07) for performances, exhibitions, festivals, museums and historic buildings, plus 2.52 million library visits and an estimated 1.19 million cinema attendances. The dynamics and power to innovate in the sector is evidenced by the strong recent growth in audiences for performances and by new exhibitions and festival specialisms. Some things work less well, with evidence of market weakness in many of the museums and falling numbers of library visits.

Cumbria generates a range of distinctive cultural outputs (productions and displays) which are of national and international interest. They include important exhibitions (Lakelands Arts Trust, Wordsworth Trust, Tullie House), modern drama (Theatre by the Lake), music (Lake District Summer Music) and street art (Kendal International Arts). Cumbria's explanation of Romanticism and the exploration through art of the rural and urban environment (Grizedale Arts, Art Gene) connect to Cumbria's formative role in the history of environmental thinking, which is represented in collections and properties dealing with Wordsworth, Ruskin and Beatrix Potter.

Cumbria's cultural institutions are distributed around the County, reflecting its geography of dispersed towns. There is no dominant centre. The largest grouping of organisations is in South Lakeland. But key drivers of the cultural sector are found elsewhere. The largest centre of theatrical production is in Allerdale. The largest single museum is in Carlisle, which has a long history in the visual arts and design, and has the largest number of grade I listed buildings. Barrow, which is notable for its cluster of three Arts Council England, regularly-funded organisations, also has a strong amateur-dramatic tradition of its own. The dispersed pattern of institutions, organisations and cultural assets creates diversity and fosters specialisation and leadership across the County.

The NWDA Regional Intelligence Unit reports that Cumbria's "cultural industries" employ some 34k individuals and account for 15.4% of the County's total employment (2002). This is to take a very broad view of culture. Tourism represents two thirds of this, at 10.5%, with sport 1.1% and the heritage 0.4%. The "creative industries", which group performance, visual arts, books and press and audio-visual industries, account for 2.7% of Cumbria's employment. Significant clusters and business groupings can be identified in the "creative industries", and some success in film-location promotion, but the assessment of potential has still to be completed at the detailed level. The scale of the "creative industries" in Cumbria does not yet match the strength of its cultural sector.

Cumbria's cultural sector stimulates an above-average response in levels of participation and is a major asset for those who live, work in or visit the County. It achieves an important interaction with tourism, Cumbria's largest industry, as well as acting as a generator of employment and catalyst for creative enterprise. The cultural sector deservedly excites attention from an economic-development perspective and it can also be a determining factor in what makes places attractive for living and working in and inspiring to visit. But it should not be forgotten that "culture" is a concept which includes the arts within its meaning and addresses the value for individuals of recreation alongside the need for the understanding and enhancement of human existence.

**Table 1.1: Cumbria cultural infrastructure, turnover and staff, by fields, 2006/07**

	Turnover £m	Core staff	Orgs no.
Theatres, halls, companies	8.5 <sup>a</sup>	306 <sup>a</sup>	17
Visual arts	1.0	12	7
Accredited museums	9.5	253	29
Libraries/archives	9.3	[216]	2
Heritage agencies <sup>d</sup>	..2.4	32	4
Arts education <sup>b</sup>	3.6	64	8
Arts development/servicing <sup>c</sup>	2.3	18	7
Arts festivals	3.1	[3]	38
Total <sup>e</sup>	39.7	912	112

Source: See relevant sections of framework.

<sup>a</sup> Excludes Carlisle Leisure, Kendal Leisure and North County Leisure.

<sup>b</sup> Specialist producers only; excludes commercial providers.

<sup>c</sup> Local authorities only.

<sup>d</sup> Excludes National Trust, independent houses, gardens, mines and mills, conservation and archaeology (see Table 13.9).

<sup>e</sup> Excludes books and press and audio-visual domains, and voluntary sector.

**Table 1.2: Cumbria, cultural infrastructure, selected market movements**

	Attendance /visits '06 (k)	Change	
		Dates	%
Performances	532	02-06	+17.8
Temp exhibits	191	02-06	+38.2
Museums	808	02-06	-3.8
Historic properties	568	00-06	-14.3
Arts festivals	154 <sup>a</sup>	05-06	+16.3
Total	2,253	n/a	n/a
Libraries	2,520	03-06	-18.8

Source: See relevant sections of framework.

<sup>a</sup> Validated return for 22 festivals only.

**Table 1.3: Cumbria, selected cultural elements, by district, 2006/07**

	All	Ba	Ca	Co	Ed	SL	Total
Theatres, centres, cos	4	3	1	2	2	5	17
Accredited museums	5	2	3	4	2	13 <sup>a</sup>	29
Arts festivals	8	2	2	1	5	20	38
Amateur theatre cos	8	7	3	5	5	13	41
Vol. music orgs	10	6	21	9	21	29	96
Local history societies	11	2	6	6	12	13	56 <sup>b</sup>
Total	46	22	36	26	48	93	271 <sup>b</sup>
ACE-funded arts orgs <sup>c</sup>	1	3	1	1	3	7	16
Grade 1 listed bdgs	29	8	55	13	14	35	184

Source: See relevant sections of framework.

<sup>a</sup> Lakeland Arts Trust (Abbot Hall) and Wordsworth Trust also included among the ACE regularly-funded organisations.

<sup>b</sup> Includes 6 County-wide.

<sup>c</sup> Regularly funded organisations, excluding LADAs but including Eden Arts.

**Table 1.4: Cumbria cultural industries, business units and employment, 2002**

	Bus units	Employment			% of all Cumbria	
		Employed	Self	Total	Bus units	Employment
Creative industries	813	3,634	2,172	5,807	4.4	2.7
Heritage	113	972	-	972	0.6	0.4
Tourism	2,091	22,257	1,149	23,406	11.4	10.5
Sport	356	2,306	183	2,488	1.9	1.1
Other support	110	1,009	554	1,563	0.6	0.7
Totals	3,483	30,178	4,058	34,236	19.0	15.4

Source: Benchmarking Employment in the Cultural Industries: Cumbria Bulletin, Regional Intelligence Unit: NWDA (2003).