



MASARYK UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATION

Impacts of Culture

***based on the review from Michelle Reeves:
Measuring the economics and social impacts
of the arts***

***(covers research primarily undertaken in England +
selected research in Scotland and Wales, the USA and
Australia)***

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The economic importance of the arts

- The social benefits of the arts on individual and community development had been argued by the Community Arts Movement since the 1960s. However – most of it was anecdotal and there were significant gaps in the documentation of work.
- From the early 1980s onwards, arts and cultural activity became an increasing feature of urban regeneration programmes in Britain.

The economic importance of the arts

- The Publication of the Policy Study Institute's „*The Economic Importance of the Arts in Britain*“ (1988) established the arts sector as a significant, growing and value-added sector in its own right, with a turnover of L 10 billion and employing some 500 00 people.
- Myerscough (1988) demonstrated, **through the use of a multiplier**, that direct spending on the arts led to spending in other sectors of the economy, which in turn enhanced wealth and job creation, and made cities appear more attractive to citizens and companies.

The economic importance of the arts

- In 1995, the Policy Studies institute also published „*Culture as Commodity*“ which provided an overview of the economics of the arts and built heritage in the UK.
- The finding of the study confirmed the cultural sector as a significant employer, and showed that it was characterized by:
 - a highly educated workforce,
 - significant non-standard employment, with up to 40 % of those working in the sector in self-employment or temporary jobs,
 - nearly 30 % working on their own
 - higher levels of unemployment than in the labor force in general

The economic importance of the arts

- Pratt 's paper(1997),„*The Cultural Industries Sector: its definition and character from secondary sources on employment and trade, Britane 1984-91*“ argued that the cultural industries have a significant volume of trade and estimate 4,5 % of all employees in Britain in 1991.
- By 1997, the creative industries sector had become recognized by Supranational organizations such as the European Commission, the World Bank, national and local government, as a major force in the fast-changing global economy.
- Policymakers argued that in this context, cultural industries can make an effective contribution to wealth creation, invisible exports and employment.



The economic importance of the arts

- In 2001, the Policy Studies Institute published the report about UK Cultural Sector (Selwood).
- This report showed that over the period 1995-1999 cultural sector employment grew much faster than in the economy as a whole, and that there has been a growing concentration of cultural occupations and industries.



The social impacts of the arts

- In the early 1990s, there was a growing concern within the cultural sector that debates about the value of cultural projects and activity centered exclusively on economic benefits, articulated primarily in terms of job creation and increased output.
- Many commentators argued that this partial view of arts impact failed to take account of its contribution to such areas as health, education and social inclusion.

The social impacts of the arts

- In this time was published studies which had explored the role of arts in particular settings.
- For example, Peaked and Vincent's 1990 study of arts in prisons was based on a survey of arts activities in prisons in England and Wales and five in-depth case studies.
- It was showed, that some arts activities encourage co-operative working and thus develop social skills (arts activities as an „adult education“ – participants make decisions and choices and take responsibility for their actions and outcomes.



The social impacts of the arts

- In 1993 was published a discussion document „The Social Impact of the Arts“. This document identifies a consensus across the arts funding system form taking forward an arts impact research agenda.
- In other study from 1996 was explained, that cultural programmes in the cities bring a number of important benefits, including:
 - Enhancing social cohesion,
 - Improving local image
 - Reducing offending behavior,
 - Promoting interest in the local environment,
 - Developing self-confidence
 - Building public and private sector partnerships,
 - Exploring identities, enhancing organizational capacity,
 - Supporting independence, and exploring vision of the future.



The social impacts of the arts

- However, it was Matarasso 's (1997) „Use or Ornament? The Social Impact of Participation in Arts Programmes“, which produced a step change in recognition of the sectors contribution to the social development.
- This study provided a clearer definition of the potential social benefits of the arts, and for the first time brought the issues fully to the attention of policymakers and the arts funding agencies.