

Report of the Assistant Director Governance & ICT

**Impact of the Arts and Culture Sectors on the Economy of York Update  
Report**

**Summary**

1. This report provides the Economic Development & Transport Policy & Scrutiny Committee (EDAT) with initial information and the draft remit proposed by the Task Group set up to examine the Impact of the Arts and Culture Sectors on the Economy of York.

**Background**

2. At a meeting of EDAT in late June 2016 Members discussed potential topics for scrutiny review during the current municipal year. Members showed an interest in a scrutiny review on the impact of the arts and culture sectors on the economy of York and asked for a feasibility report to help them decide whether such a review would add value to work already ongoing in the city.
3. This feasibility report was considered by the Committee in July 2016 when Members agreed it was a topic worthy of review and appointed a Task Group comprising Cllrs Cullwick, Looker and K Myers to undertake this work on their behalf. The Task Group was asked to agree a draft remit for the review, with an aim, objectives and timescales and report back to the Committee.
4. The Task Group met for the first time in August 2016 when Cllr Looker was appointed Chair. They also agreed a draft remit and resolved to work towards submitting an Interim Report for EDAT by February 2016. The draft remit is:

## Aim

To understand the value and impact of the arts and culture sectors on the economy of York and examine how they can further increase their impact on economic development and create additional high-value jobs in the city.

## Objectives

- i. To promote cultural amenities in the city for the purpose of attracting economic investment, leading to an increase in high-value jobs and the retention of high-quality employees.
  - ii. To examine the City Council's role within these sectors and assess what further interventions the Council could undertake to support these sectors.
  - iii. To identify ways to facilitate more and better joint working among cultural organisations.
5. York's heritage continues to be the centrepiece of its cultural offer, attracting more than 7 million visitors per year with associated economic benefits to the city and its residents.
  6. In December 2014 York was designated as a UNESCO City of Media Arts and a member of the Creative Cities Network. Creative industries represent York's fastest growing sector and add balance to its heritage assets and identity.
  7. The Task Group agreed that the focus of the review was not the quality and content of the city's arts and cultural offer, but the economic benefits they bring, particularly jobs. The arts and cultural offer is a driver for job relocation and York is keen to attract businesses to the city. They agreed that one of the things that encourages people to relocate is the attractiveness of the place they look to locate to. The intention is to maximise the benefits we already have and seek to take that forward to develop these sectors over the next decade.
  8. The table below highlights the current level of employment in arts and cultural sector jobs as measured by Government data. This shows that York has a strong advantage in employment in the IT and digital sectors and the museums and arts sectors. For both the sectors, employment is above the national average.

Creative Jobs Data			
Industry by SIC Code	Number of Jobs	Number of Businesses	Location Quotients
<b>Publishing subtotal</b>	<b>200</b>	<b>30</b>	<b>0.40</b>
<b>Media subtotal</b>	<b>100</b>	<b>50</b>	<b>0.19</b>
<b>IT/digital subtotal</b>	<b>2000</b>	<b>295</b>	<b>1.10</b>
<b>Communication and design subtotal</b>	<b>600</b>	<b>190</b>	<b>0.60</b>
<b>Museums, arts and culture subtotal</b>	<b>800</b>	<b>80</b>	<b>1.39</b>
Source: ONS - Business Register and Employment Survey; UK Business Counts			
SIC Codes for Creative Industries based on codes by Department for Culture, Media & Sport. <a href="https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/394910/Creative_Industries_Economic_Estimates_-_January_2015.xlsx">https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/394910/Creative_Industries_Economic_Estimates_-_January_2015.xlsx</a>			

9. The figures do not capture the overall impact of these sectors on the local authority. For example, a proportion of the 7 million visitors to the city each year are drawn here by our museums and cultural attractions.

### Consultation

10. To progress the review the Task Group agreed to invite representatives from various city organisations for discussions, including York@Large; Make it York; York Museums Trust; York Archaeological Trust; the Centre for Cities, the Chamber of Commerce; York Theatre Royal and City of York Council.

### Options

11. The Committee is asked to note the information in this report and can:
- i. Endorse the draft remit proposed by the Task Group;
  - ii. Amend the draft aim and/or objectives;
  - iii. Add any further objectives the Committee agrees are relevant.

### Analysis

12. There is no analysis at this stage.

### Council Plan

13. This report supports A Prosperous City For All; A Focus on Frontline Services and A Council That Listens to Residents elements of the Council's Plan 2015-19.

## **Risks and Implications**

14. There are no known risks or implications associated with the recommendation in this report.

## **Conclusions**

15. There are no conclusions at this stage.

## **Recommendation**

16. Members are asked to endorse the draft remit including any amendments to the aim and any amendments and/or additions to the objectives

Reason: To enable the Task Group to proceed with work on the agreed scrutiny review

## **Contact Details**

### **Author:**

Steve Entwistle

Scrutiny Officer

Tel: 01904 554279

[steven.entwistle@york.gov.uk](mailto:steven.entwistle@york.gov.uk)

### **Chief Officer Responsible for the report:**

Andrew Docherty

Assistant Director Governance and ICT

Tel: 01904 551004

**Report Approved**  **Date** 17/08/2016

**Wards Affected:**

**All**

**For further information please contact the author of the report**