



**Consultation on Programme for  
Government Framework 2016-2021**

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## Introduction

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**#ArtsMatterNI** is an arts advocacy group of professionals, participants and volunteers from across Northern Ireland, set up to persuade the public, politicians, decision-makers, business leaders, community leaders, the media and society as a whole, of the value of the Arts.

**#ArtsMatterNI** has been working towards articulating a new language of cultural value that will help all of us to understand the essential contribution that the arts make to our lives.

**#ArtsMatterNI** believes that the Arts are enriching lives across Northern Ireland through direct participation or through citizens and visitors attending events, shows or festivals.

Arts and Culture play an important role in promoting social and economic goals through local regeneration, attracting tourists, the development of talent and innovation, improving health and well-being, and delivering essential services.

We have been campaigning to convince government to view the arts as an overarching 'value' that infuses and inspires all that it does in providing the framework within which society can flourish, individually and collectively.

**#ArtsMatterNI** is a sector-wide movement to resist cuts to funding provision for the Arts

We welcome the opportunity to contribute to the establishment of a Framework for the new Programme for Government – 2016-2021.

We recognise the aims, to tackle disadvantage through promoting economic growth; we are encouraged by the orientation which suggests collaborative working, where government will work with all sectors of society to deliver improvements in people's lives and appreciate that new approaches are being offered to achieve these goals.

We make our submission as a contribution to this new strategy.

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## **Funding Cuts**

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We make our submission also with the knowledge that the Arts sector has experienced substantial cuts to its primary budget allocation administered through the Arts Council of Northern Ireland, with the latest cut of £500,000 made (at the time of writing) only a few days ago leaving the Arts Council of Northern Ireland's budget now £10.5 million down from £14.5 million only a few years ago.

We do not believe these constant cuts can be justified given the contribution our sector makes both economically and socially, and hope through our submission to show that the Arts sector should be considered an essential contributor to the economic and social well-being of Northern Ireland.

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## **The economic and social case for the Arts**

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There have been various calculations regarding the value of the Arts sector to the local economy. Primarily, the sector employs 6000 people and beyond that accounts for 9000 volunteers, contributing to the building of the platform of skills and capacity which nourishes our thriving creative industries, which employs approximately 50,000 people.

Community Arts Partnership's parent New Belfast Community Arts Initiative calculated in the first demonstration report on the Social Return on Investment (SROI), that the multiplying effect of socially-engaged arts activity was 14:1, i.e. £14 for every £1 invested – this an aggregation of the immediate economic impact and the savings made through better health and wellbeing, artists employment, employability and educational attainment by participants, etc.

Belfast City Council has calculated that the benefit might be slightly lower at 8:1.

Perhaps a better measure can be found when looking at the most recent figures from the Department for Finance and Personnel and the Office of National Statistics.

If we look at GDP (gross domestic product) and GVA (gross value added) the figures suggest that the Northern Irish economy generates just over £37 billion in goods and services.

The contribution made by the Arts sector to the value of the economy, is 3.3%, but this is arrived at by merging the sector with entertainment and recreation.

It would be reasonable to conclude that perhaps only 20% or one-fifth of that figure is the contribution for the sector, by our calculations, approximately £227 million. (See Appendix 1 for tables and calculations)

If the creative industries, the Game of Thrones alone is estimated to have generated over £110 million for the local economy in the last few years (see Appendix 1), and Arts and Culture Tourism is added in, it is reasonable to conclude that the Arts sector provides a generous contribution to the local economy.

These figures are similar to extensive studies carried out by the Arts Council of England (ACE) (See Appendix 2) and Creative Scotland (See Appendix 2) which show that the arts and culture industry employed on average 110,600 fulltime employees in the UK, (99,500 in England alone) during the period 2008-11 which is estimated to be 0.48% of all employment.

ACE's study showed that arts and culture generated £12.4 billion in 2011 or around 1% of UKGDP.

Creative Scotland estimated arts and culture accounted for £3.2 billion GVA in Scottish Economy in 2010.

With regards tourism, 10 million inbound visits to the UK involved engagement with the arts representing 32% of all visits and 42% of all inbound tourism related expenditure amounting to £7.6 billion.

While the economic figures show a vibrant and growing sector, the work carried out by the Arts sector isn't just about generating income. The social aspect of our work is equally valuable particularly in post-conflict Northern Ireland.

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## **The Arts sector and society**

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The Arts and Culture sector have an unparalleled ability to creatively support community cohesion, facilitating welcoming and safe opportunities to creatively explore and celebrate greater connections among and between communities.

Creativity offers active participation in intercultural, intercommunity, inter-generational and inter-ability projects whilst also supporting new and diverse communities and audiences to take part in the arts.

Promoting equality and tackling poverty and social exclusion has been central to the role of publicly-funded arts for some time.

Community Arts Partnership for example, works with marginalised groups, 80% per cent of which are in the top 20% of communities experiencing poverty and deprivation.

With dedicated expertise, the arts are a key instrument in connecting individuals and communities to new opportunities, learning and practical life-enhancing benefit.

The Arts sector is at the fore-front of improving general well-being.

Studies show that people who attended cultural places or artistic events in the previous year were almost 60% more likely to report good health compared with those who had not and theatre goers were almost 25% more likely to report good health.

High frequencies of engagement with arts and culture is generally associated with a higher level of subjective well-being and engagement in structured arts and cultural activities improves the cognitive abilities of children and young people.

A number of studies have reported findings of applied arts and cultural interventions and measured their positive impact on specific health conditions which include dementia, depression and Parkinson's disease.

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## **PfG - Where's the sector?**

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Given that the evidence points to contributions by the Arts sector economically and socially it was disappointing to find so few connections to the sector in the Programme for Government Framework consultation document.

The Arts are mentioned a total of 8 times in the 114 pages; there are mentions in Outcomes 5, 9, 10 and 12, but, strangely, not in the 1st Outcome, "We prosper through a strong, competitive regionally balanced economy."

At the [#ArtsMatterNI](#) consultation our members were disappointed that there was no specific arts based Outcome and that only one Indicator was directly related to the sector, Indicator 27. Even here this might need reworded to fully convey the contribution of the sector.

Participants felt also that the indicators might be added to, to include more connectivity to the sector, the Measures were considered too narrow to fully reflect the substantial nature of many of the Outcomes.

The participants in the consultation felt that there needed to be a greater role for the sector in the Programme for Government Framework.

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## **A greater role for the Arts sector**

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### **Outcomes/Indicators/Measures**

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[#ArtsMatterNI](#) suggests that the Arts sector should be linked directly to the following outcomes and that additions and changes should be made to accommodate that.

#### **Outcome 1**

##### **We prosper through a strong, competitive regionally balanced economy**

Given the economic impact of the Arts sector, far wider if the creative industries and tourism is included, there should be recognition of this in the commitments from the executive, and through the indicators and measures for this outcome.

Where the Executive commits to working with “local government, business and entrepreneurs, with institutions of learning and other skills providers, Trades Unions and with international partners” this should be amended to include “the Arts sector and Creative Industries.”

Raised here also is the rural community. A recent report (see Appendix 3) documenting the provision of, access to and participation in the Arts in rural communities, suggested firstly that despite an international narrative of success built on Game of Thrones, there was another less heralded narrative of rural

decline; population, employment, farm sector revenue with an accompanying rise in social difficulties e.g. suicide, depression.

Arts provision, as an avenue to aid in the arrest of such difficulties as well as being part of the general national cultural experience, was respondents said, far too limited, citing a metropolitan focus as part of the problem.

We would suggest where the Executive outlines its commitments to this Outcome, there is included a commitment to rural-proofing economic expenditure, and the addition of a new Indicator, "promote economic parity for rural areas."

A new measure may need to be developed to look at parity of Arts sector provision, which could be developed in conjunction with the sector.

Looking at the Indicators generally, there are 18 indicators for this outcome.

Almost every Outcome has a substantial number of Indicators, which does raise questions regarding the "weight" of each Indicator and measure.

In our consultation event participants raised the question of whether there might be "priority" Indicators and Measures, which might have allowed a more nuanced approach to any changes or additions [#ArtsMatterNI](#) wished to make.

Please find below a couple of suggestions for additions to some of the Outcomes, Indicators and Measures which consultation participants identified.

#### 11 – Improve Educational outcomes

The Measure for this indicator suggests students attaining level 2 in English and Maths is the key statistic - Arts should be included here as a priority subject.

#### 18 – Increase the proportion of people working in good jobs

The measure for this Indicator is a Good Jobs Index which is to be developed – this should include jobs from the Arts sector and Creative Industries.

#### 20 – Increase the size of the economy

The Measure for this Indicator seems only to look at the private sector directly – parts of the Arts sector and the Creative industries would be covered by this measure but much of the work of the Arts sector would be missed out if there is no measure which includes the Community and Voluntary sector. There are statistics for the Public Sector but it is not clear that this would provide a sufficient measure for the work undertaken by the Arts sector.

We would suggest an Arts sector survey could be developed in conjunction with the sector.

### 30 – Improve our attractiveness as a destination

The Measure for this Indicator is limited to the total spend by visitors – The Arts Council of England’s research showed that Arts and Culture Tourism contributed substantially to economic growth – perhaps this measure should be added to – i.e. in our case how much is spent on Arts and Culture tourism.

### 40 – Improve our International reputation

With regards the measure associated with this indicator - the National Brands Index – the Arts sector and the Creative industries play a role in people’s perceptions for this Measure.

### Additional Measures should include

- International Press Coverage for Northern Irish Artists/Performers.
- Participation by organisations in international art fairs/industry events/trade fairs.
- Number of artists performing internationally each year.
- Measure of increases in copyright/royalties paid to Northern Irish Artists/Performers.

An additional Indicator might be “Increase the average earnings of Arts sector workers, artists and performers.”

A measure for this new indicator could be an Annual Survey of Arts sector workers, Artists and performers wages developed with support from the sector.

## **Outcome 3**

### **We have a more equal society**

The Arts Sector promotes social inclusion, brings people together through creative activities and encourages diversity particularly through creative engagement.

In particular organisations within the sector have pioneered Intercultural approaches to combating racism and sectarianism; this has superseded the



outmoded Multicultural approaches based on tolerance rather than interconnection.

Interculturalism is a pathway to aiding in the creation of a more equal society.

Where the Executive commits to “actively promoting the benefits of a diverse society,” this should be amended to include “and intercultural society”.

## Outcome 4

### We live long and healthy lives

There is growing evidence of the connection between engagement with the Arts and the benefits for people experiencing dementia. (See Appendix 3)

Given that people experiencing Dementia will increase considerably over the next few years, recent research shows an increase from 20,000 to 60,000 people experiencing Dementia in Northern Ireland by 2051, engagement with the Arts should be included as part of improving health outcomes

Where the executive commits to working with “our health and social care colleagues, across Departments, with colleagues in the community and voluntary sector and will seek to engage people directly in their role as parents and active citizens.” – This should be amended to include the Arts sector.

## Outcome 5

### We are an innovative, creative society where people can fulfil their potential

The Arts sector, and the creative industries, are at the forefront of innovation and creation.

Arts and culture directly promote learning and skills development within our schools, communities and workplaces. Our young people can acquire not only technical creative abilities but in doing so enhance literacy, language development, mathematical attainment and future employability.

In a 2013 OECD report commenting on the arts role in society:

*By artistic skills, we mean not only the technical skills developed in different arts forms (playing an instrument, composing a piece, dancing, choreographing, painting*

*and drawing, acting, etc.) but also the habits of mind and behaviour that are developed in the arts.*

*Arts education matters because people trained in the arts play a significant role in the innovation process in OECD countries: the arts should undoubtedly be one dimension of a country's innovation strategy.*

(© OECD 2013 Art for Art's Sake? The Impact of Arts Education (Winner, Goldstein and Vincent-Lancrin, 2013))

The same report spells out in its introduction:

*In knowledge-based societies, innovation is a key engine of economic growth, and arts education is increasingly considered as a means to foster the skills and attitudes that innovation requires, beyond and above artistic skills and cultural sensitivity.*

Indeed, OECD (2010), The OECD Innovation Strategy. Getting a Head Start on Tomorrow and OECD (2012), Better Skills, Better Jobs, Better Lives: A Strategic Approach to Skills Policies, both point to the arts having a role in developing a necessary creative faculty within innovation-based societies.

Where the Executive commits to "Creating a workforce that possesses the confidence and the skills to innovate and create, providing opportunities for employment and economic development." – this might be altered to "Creating a workforce...paying particular attention to Arts education in schools, vocational colleges and tertiary institutions...that possesses the confidence..."

It might also be useful to add new Measures here

Survey of number of Creative Industry/Arts Graduates who are newly employed each year which should include Number of Creative Industry Jobs each year and wage levels in the Creative Industries.

## Outcome 6

### We have more people working in better jobs

The Arts sector in Northern Ireland is responsible for 6000 employees, and Arts Council of England studies, as well as studies by Creative Scotland show that the Arts and culture sector along with the creative industries are major employers throughout the UK.

The Arts Council of England's study showed that the arts and culture industry employed on average 110,600 full-time employees in the UK (99,500 in England alone) during the period 2008-11 which is 0.48% of all employment.

UK Music and Visit Britain 2013 estimated that music tourism generated £1.27 billion in direct spending and £0.914 billion indirect spending. Music tourism sustains 24,000 full time jobs

There is high labour mobility between the commercial and publicly funded sectors. Flow of work is not one way, with individuals moving between publically funded and commercial sectors in both directions, potentially more than once and working in both.

Beyond just employing people there is evidence to suggest that the arts and culture industry pays nearly 5% more than UK median salary and therefore makes a positive contribution to household earnings.

Indicators and measures for this Outcome overlap with other Outcomes. The following Indicators and Measures have been looked at through previous Outcomes.

#### 18 – Increase the proportion of people working in good jobs

The measure for this Indicator is a Good Jobs Index which is to be developed – this should include jobs from the Arts sector and Creative Industries.

#### 20 – Increase the size of the economy

The Measure for this Indicator seems only to look at the private sector directly – parts of the Arts sector and the Creative industries would be covered by this measure but much of the work of the Arts sector would be missed out if there is no measure which includes the Community and Voluntary sector. There are statistics for the Public Sector but it is not clear that this would provide a sufficient measure for the work undertaken by the Arts sector.

We would suggest an Arts sector survey could be developed in conjunction with the sector.

## Outcome 9

### We are a shared society which respects diversity

The Arts sector is, as previously highlighted, at the forefront of challenging racism and sectarianism, with Community Arts Partnership one of the leading exponents of an Intercultural approach to address these issues.

With regards the Indicator, "Improve cultural participation" - this should be changed to read "Increase cultural, creative and artistic participation."

## Outcome 10

### We are a confident, welcoming, outward-looking society

Despite being called "the race hate capital of Europe" at one point, and continuing difficulties with racism and sectarianism, there is no question that Northern Ireland, and Belfast in particular, has welcomed immigrants from all over Europe and beyond over the last decade.

The Arts sector has worked tirelessly to provide safe spaces to encourage inclusivity, to provide arenas where new cultural offerings can make their way into the local consciousness, aiming to fuse elements of the indigenous and the new arrivals artistic offerings.

The sector has had particular success with events which showcase culture, both in its purely artistic orientation, Cathedral Quarter Arts Festival, Belfast Festival, Culture Night and in its interpretation as a representation of one's ethnic background, e.g. The Mela, Holi, Chinese New Year Festival

Beyond that the Arts sector is engaging in work which puts Northern Ireland at the centre of international conversations e.g. Women's Work Festival, Belfast Book Festival, Belfast Film Festival.

To move this work forward an Intercultural approach is essential to maximising the potential to create a society where all cultures are valued and society welcomes difference.

Where the executive commits to “increasing our economic, social and cultural links with the wider world” – could we add “artistic, social and cultural links”

## **Outcome 14**

### **We give our children the best start in life**

All children, especially those from disadvantaged backgrounds, deserve a well-rounded, culturally rich, education. Some studies show that engagement in structured arts and culture improves the cognitive abilities of children and young people.

Where the Executive commits to “supporting opportunities for recreation, play and creativity” could we add artistic endeavour and creativity.”

An additional Indicator for this Outcome could be “Increase access to Creative Industry education at tertiary level.”

With regards Measures for this Indicator, “Number of FE Colleges and Universities offering places for Creative Industry education (Music, Visual Arts, Animation, Performance, Film)

## **Additional Outcome**

### **Improve Creative Capital, Cultural Health and Wealth**

The narrative for this Outcome might read, “Creative Capital is the capacity of a person, family or community to imagine and express new possibilities through creative activity.

It is the human effort, learning and work behind dance, music, theatre, art and creative writing. It is also the insight and experimentation that brings new products to market (biofuels or nano technologies) and the out of the box thinking that addresses challenging social issues (wind turbines or the racks of rental bikes that reduce traffic and pollution in cities).

As such, Creative Capital is both a personal and civic asset that can increase the effectiveness of individuals, the strength of families, and the health of communities.

With regards Indicators and Measures for this additional Outcome, a Creative Capital Index could be developed in conjunction with the Arts sector and the Creative Industries.

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## Concluding Remarks

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**#ArtsMatterNI** believes firstly that the Arts, and the sector which delivers creatively engaged activity, is a central component of what makes our emerging Northern Irish society, welcoming, vibrant and outward looking.

The economic and social benefits, from jobs, to reducing social exclusion, from innovative ways of working to combatting racism and sectarianism, are substantial and evidence based, the benefits to health and well-being while, at times, harder to quantify are nevertheless well documented.

The difficulty the Arts sector has experienced over the last 5 years has been brought about by UK government commitments to Austerity and deficit reduction, leading to substantial cuts to the primary budget for the sector, producing job losses, reduction in services, and a reduction in capacity to meet the needs of our constituents.

The new Programme for Government Framework, based on Outcome based management of resources, we hope, will situate the sector in a more appropriate way given the sector's contribution to our overall societal well-being.

# Appendix 1

## Economic benefits brought by the Arts sector

Excerpt from

Community Arts Partnership

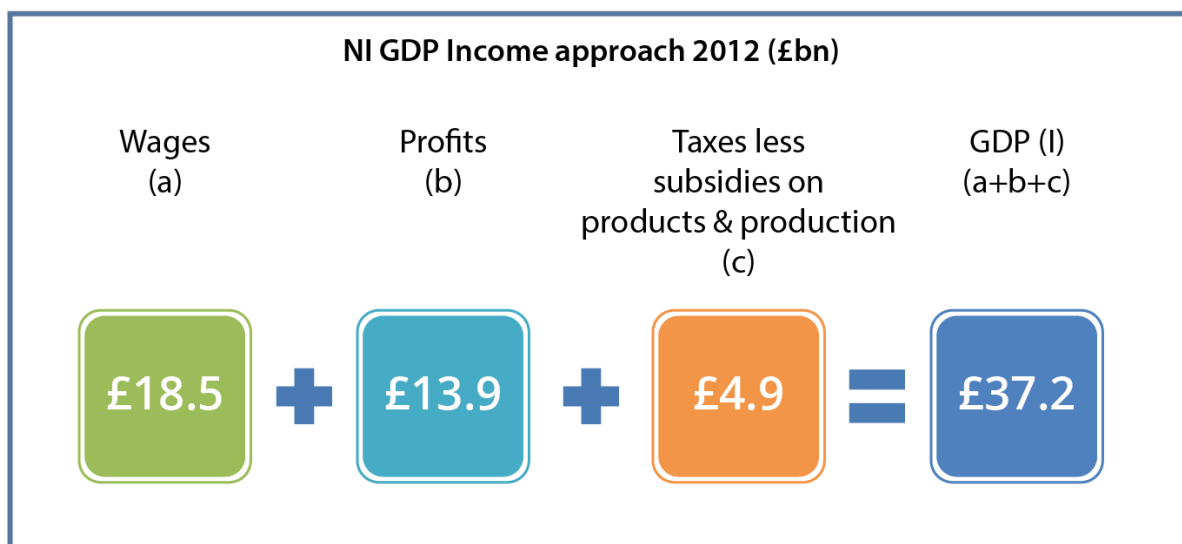
Response to the Consultation Document

*Strategy for Culture & Arts 2016-2026*

DCAL November 2015

January 2016

The most recent figures from the Dept. for Finance and Personnel and the Office of National Statistics, for GDP (gross domestic product) and GVA (gross value added)



Overview of GDP by expenditure approach 2012.

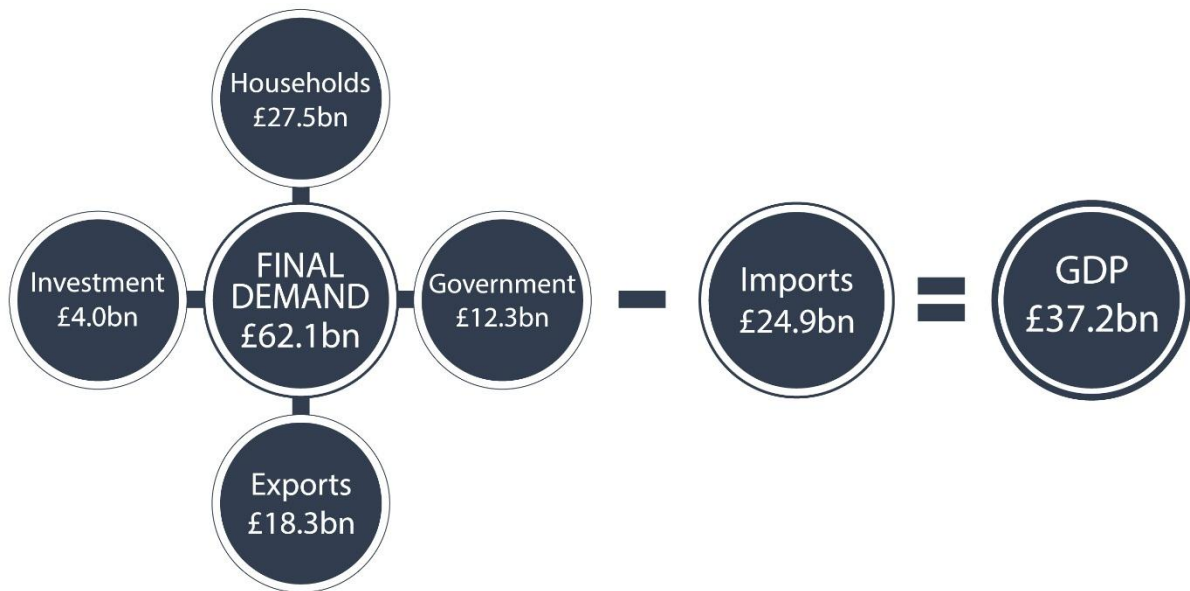
**GDP** can be measured in three ways:

- **Output measure:** This is the value of the goods and services produced by all sectors of the economy; agriculture, manufacturing, energy, construction, the service sector and government
- **Expenditure measure:** This is the value of the goods and services purchased by households and by government, investment in machinery and buildings. It also includes the value of exports minus imports

- **Income measure:** The value of the income generated mostly in terms of profits and wages.

In theory all three approaches should produce the same number.

***Expenditure measure below***



**Gross Value Added (GVA)** is a measure of the increase in the value of the economy due to the production of goods and services. It is measured at current basic prices, which include the effect of inflation, excluding taxes (less subsidies) on products (for example, Value Added Tax).



**UK Countries GVA<sup>1,2</sup>, 2014<sup>3</sup>**

	GVA per head (£) <sup>2</sup>	GVA per head growth on 2013 (%)	GVA per head index (UK=100)	Total GVA (£m) <sup>2</sup>	Total GVA growth on 2013 (%)
<b>United Kingdom</b>	24,616	3.6	100.0	1,618,346	4.6

England	25,367	3.7	103.1	1,377,851	4.6
Wales	17,573	2.1	71.4	54,336	2.4
Scotland	23,102	4.2	93.9	123,543	4.6
Northern Ireland	18,682	1.9	75.9	34,384	2.5

1. GVA at current basic prices on workplace basis (background note 3).
2. Figures may not sum due to rounding in totals; per head (£) figures are rounded to the nearest pound.
3. 2014 estimates are provisional.
4. Per head and per head index figures exclude the statistical discrepancy and Extra-Region: the off-shore contribution to GVA that cannot be assigned to any region (background note 1). These are included in the total GVA figure.

**Source:** Office for National Statistics

SHARE OF GROSS VALUE ADDED (GVA) BY SECTOR, 2011				
Sector	England (%)	Wales (%)	Scotland (%)	Northern Ireland (%)
Agric., forestry & fishing	0.7	0.6	0.9	1.3
Mining & quarrying, electric, water, waste	2.5	4.2	7.2	2.1
Manufacturing	10.2	16.8	11.3	13.0
Construction	6.4	7.1	6.9	6.9
Retail, Transport, accom. & food	18.6	17.0	17.9	20.3
Info. and comms	7.2	2.8	3.0	3.1
Finance & insurance	9.1	4.3	7.1	5.0
Real estate	10.9	11.0	9.6	8.8
Professional & admin. services	12.4	6.9	10.4	6.9
Public admin., education & health	18.5	26.3	22.2	29.3
Arts, entertainment & recreation, other	3.5	3.1	3.5	3.3

Given that 3.3% of GVA is attributed to arts, entertainment & recreation, even if only one fifth (20%) of that value added were produced by just the arts themselves, that in itself would amount to **£227M**. It is more likely that the appropriate contribution is more than one in five, suggesting a ratio of return on investment closer to 12:1.

### Game of Thrones

<http://www.belfastlive.co.uk/news/belfast-news/game-thrones-brings-110-million-9871710>

## **Appendix 2**

### **Arts Council of England - Report into the contribution of the sector to the economy**

[http://www.artscouncil.org.uk/sites/default/files/download-file/The\\_contribution\\_of\\_the\\_arts\\_and\\_culture\\_to\\_the\\_national\\_economy.pdf](http://www.artscouncil.org.uk/sites/default/files/download-file/The_contribution_of_the_arts_and_culture_to_the_national_economy.pdf)

[http://www.artscouncil.org.uk/sites/default/files/download-file/Arts\\_culture\\_contribution\\_to\\_economy\\_report\\_July\\_2015.pdf](http://www.artscouncil.org.uk/sites/default/files/download-file/Arts_culture_contribution_to_economy_report_July_2015.pdf)

### **Creative Scotland – Economic Contribution of The Art sector**

[http://www.creativescotland.com/data/assets/pdf\\_file/0010/21403/ECS-Final-Report-June-2012.pdf](http://www.creativescotland.com/data/assets/pdf_file/0010/21403/ECS-Final-Report-June-2012.pdf)

## **Appendix 3**

Exploring Change

A conversation about Arts provision and Community Arts in Rural Northern Ireland.

Community Arts and Dementia

An evaluative research survey of CAP community arts projects and dementia.

<http://comartspartner.org/wp-content/uploads/2014/06/CAP-Community-Arts-and-Dementia-FINAL-1.pdf>