

Cultural creative spillovers in Europe:

report on a preliminary evidence review

Forum d'Avignon Ruhr, Essen
22nd September 2015

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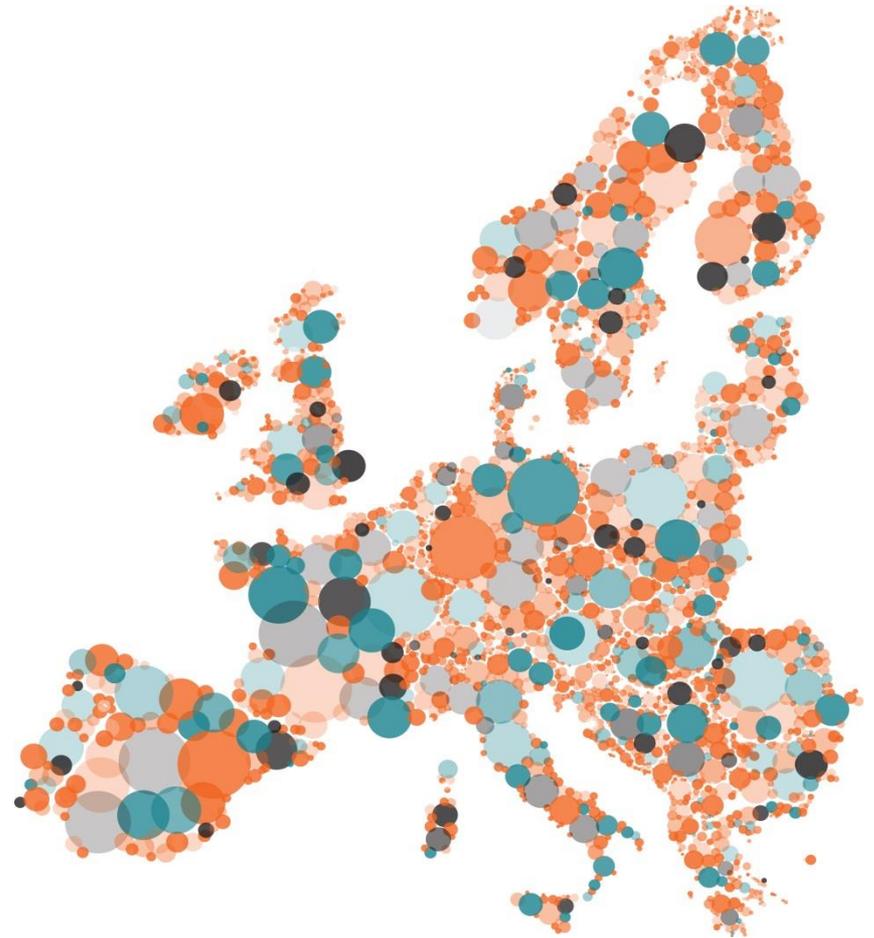
Senior Associate

Tom Fleming Creative Consultancy

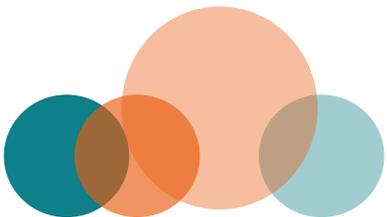
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Cultural creative spillovers in Europe



- An organic, research and policy-led European partnership
- Partners from 9 countries
- Evidence base consists of evidence from 17 countries
- Translations of the executive summary to follow

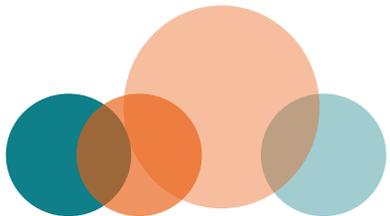


Ministerium für Familie, Kinder,
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des Landes Nordrhein-Westfalen



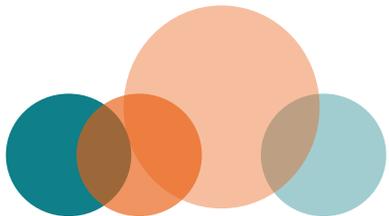
Spillover context

Preferable is a policy-level appreciation that the types of spillover generated can not always be predetermined.



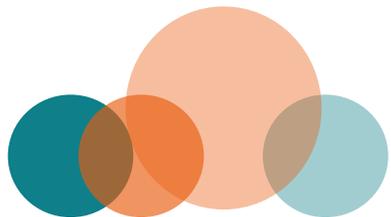
Research aims and objectives

1. To better understand what evidence exists on a European-wide level on spillover effects of public investment in arts and culture
2. To understand spillover effects that arise as a consequence of investment by public or private stakeholders in the arts, culture and creative industries.
3. To develop an interdisciplinary and shared understanding of the methods of gathering evidence around spillovers
4. To recommend suitable methodologies for measuring spillover effects
5. To promote consistent and credible research methods to enable sector and public authorities to improve effective policy making and resource allocation



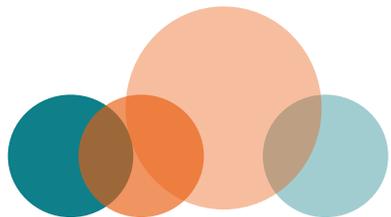
What did we do?

- created the first evidence base of 98 spillover projects,
- found an evidence-based concept and definition of ‘cultural creative spillover effects’,
- a review of evaluation methods and the strengths and weaknesses of existing methodologies, and
- developed recommendations for future research on spillover effects.



An evidence-based definition

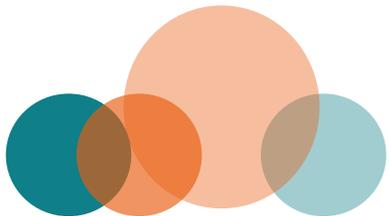
We therefore define cultural creative spillovers as the process by which activity in the arts, culture and creative industries has a subsequent broader impact on places, society or the economy through the overflow of concepts, ideas, skills, knowledge and different types of capital.



Our approach

Four stage methodological process

1. Assemble the evidence library – research and evaluation documents supplied by partners
2. TFCC team read each document and capture key information
3. Information fed into an overall spreadsheet for analysis
4. TFCC conduct wider search for evidence



Classification of spillover types

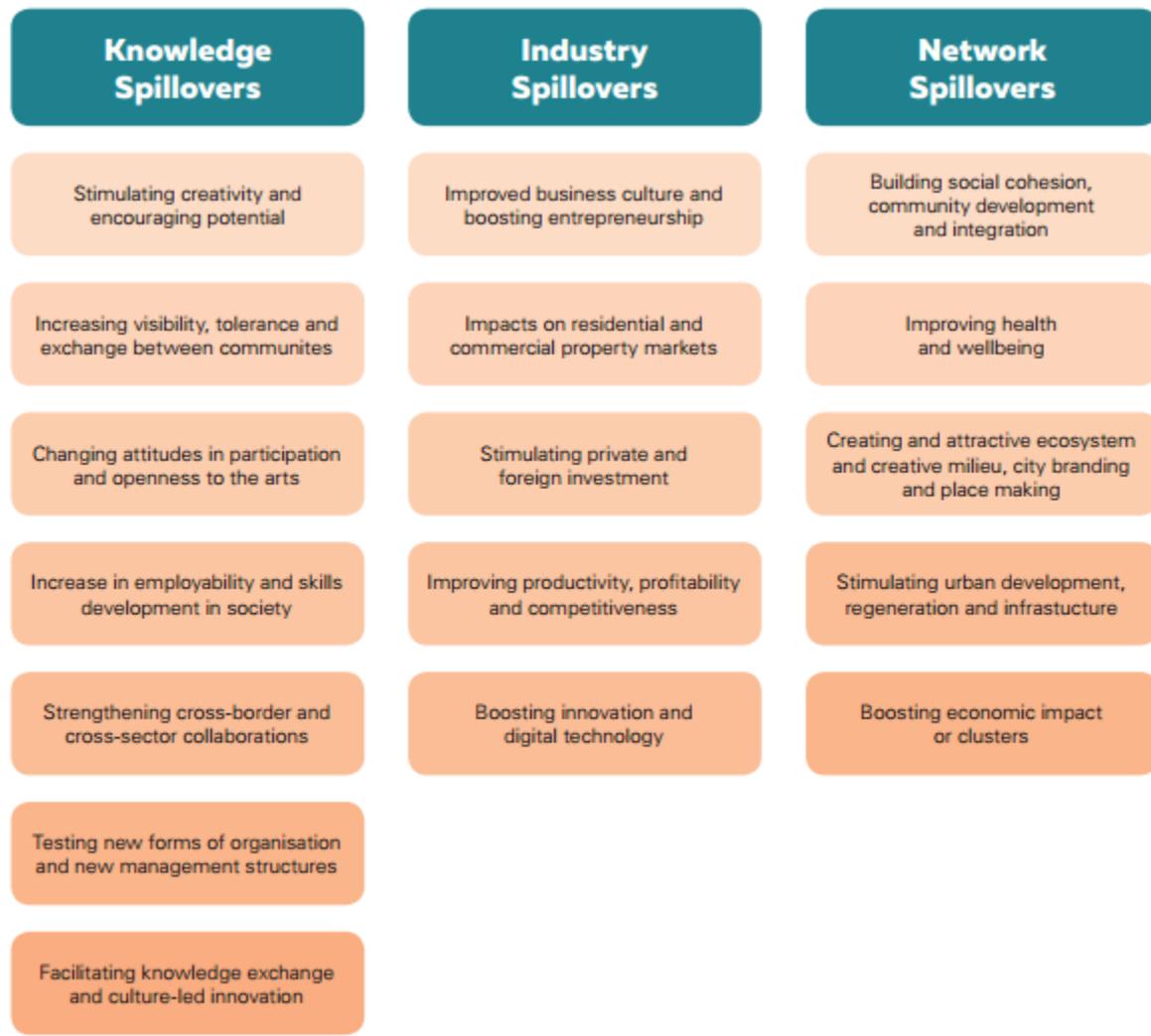
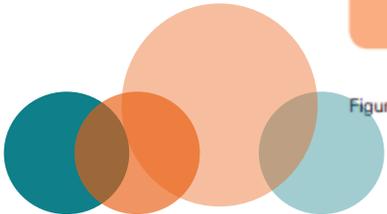
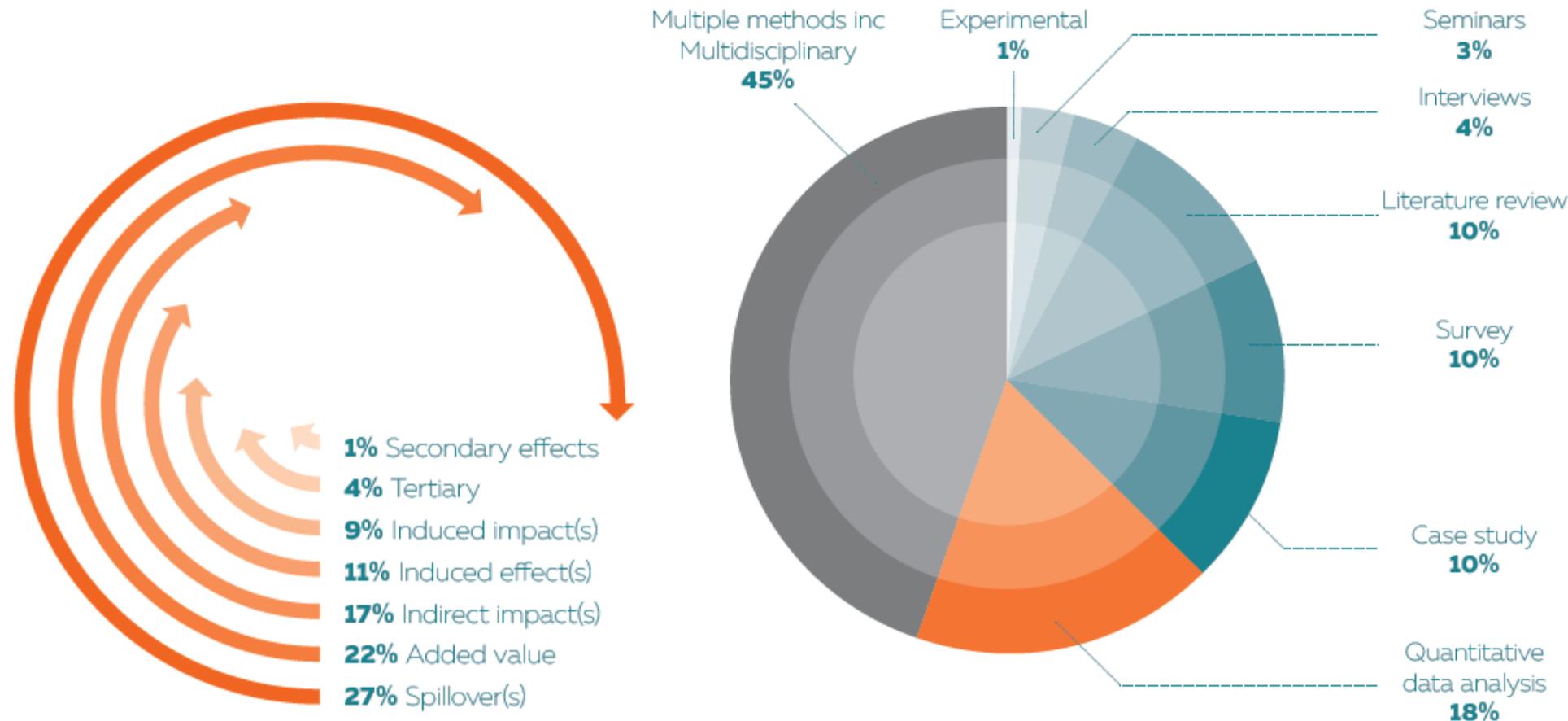


Figure 1. Diagram of spillovers and sub-categories



The evidence base

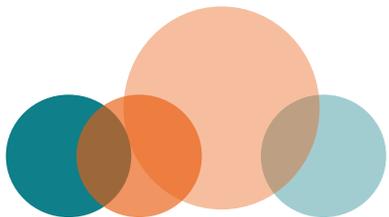
- 98 documents.
- 29 UK and its constituent countries, 8 Norway, 6 each Finland and Germany.
- Diverse mix of study type and methodology.



Main findings

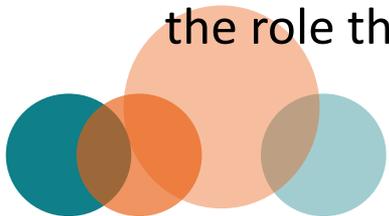
Most persuasive evidence:

- Benefits of long term engagement with arts organisations
- Role of culture in developing social capital
- Boosting internal company communications
- Investment in design
- Social and community cohesion
- Individual benefits of visiting museums
- Connection between culture, wellbeing and health
- Negative spillovers – wages and clustering, cultural regeneration



Evidence weaknesses

- Lack of explicit discussion on public funding and spillovers in documents
- Lack of research into how experiencing and practicing 'creativity' in one sphere translates into bringing a more creative approach to other spheres.
- Limited understanding or interrogation of negative spillovers.
- More analysis needed of the two-way relationship between culture and the wider economy in terms of innovation and entrepreneurship.
- Further research in the value of public sector investment in stimulating risk-taking would be valuable as would be exploring the role of social media and spillover effects that occur without the benefits of physical proximity through clusters.
- Reviewing the library indicates that evidence of industry spillovers would be improved by further research into the complex relationship between arts, culture and wellbeing and taking an ecological approach to analysing the interplay of complex factors supports also understanding the role that culture plays in place attractiveness.



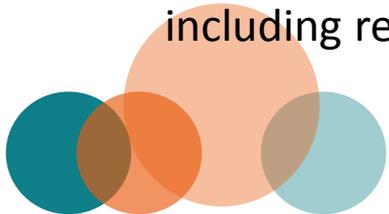
The challenge of causality

Against strict Bradford Hill Criteria to causality (Bradford Hill 1965) then there are very few studies in the evidence library which close to fulfilling the eight tests to demonstrate when an observed association is likely to be causal.

What Works Network study into culture and sport (WWC 2014) shows depth of challenge. They apply 5 point Maryland Scientific Method scale. Out of 550 studies of sporting and cultural events no study scored a four or five – that is none used randomised control trials or quasi-random sources of variation to identify policy impacts.

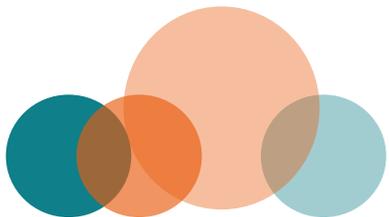
There is a clear need for:

- Experimental studies which test cause-effect relationships in a controlled setting including counter-factuals and control groups.
- Action research, where hypotheses are tested through the introduction of interventions into complex social phenomena or ethnographical techniques, including immersion over a period of time.
- The proxy research approach – utilising techniques developed in other areas including research into Social Return on Investment (SROI).



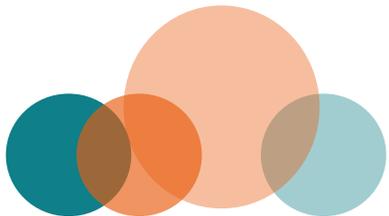
Methodological findings

- The approach of the Estonian Institute for Future Studies (ElfFS)
- The role of public investment in stimulating spillovers across the economy
- The need to measure causality through in-depth and longitudinal research
- The need for new tools and approaches



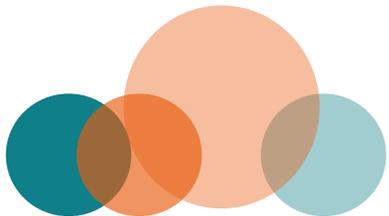
Methodological recommendations

- Long-term comparative intervention studies
- Longitudinal intervention studies based on best practice from social science
- The value of networks: learning from social impact research and pan-European studies
- Testing innovation hypotheses through experiment
- Consumer analysis utilising new technology
- Developing a holistic set of tools across the 17 sub-categories of spillovers



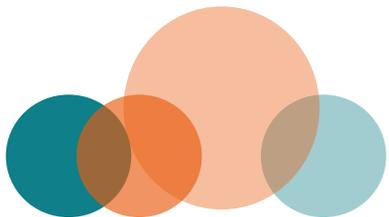
Research recommendations

- Incentivised programmes
- Hybrid and cross-sector spaces and places which allow for collaboration and co-operation across sector to greater understand how spillovers occur between culture and the creative industries
- Incentivised spillover-generating actions such as knowledge-and technology-exchange programmes
- Embedding spillover research into mapping and evaluation tools which track and identify spillover outcomes
- Strategic commissioning for arts, health and wellbeing and how spillover effects can be facilitated and captured.



Policy recommendations

- A small proportion (e.g. 5%) of all Creative Europe- and Horizon 2020-funded projects should support holistic evaluation.
- Create a new programme for the development and progression of qualitative methods and indicators, led by the Joint Research Centre of the European Union.
- Coordinate national research agendas by an Open Method of Coordination (OMC) group.



Considerations

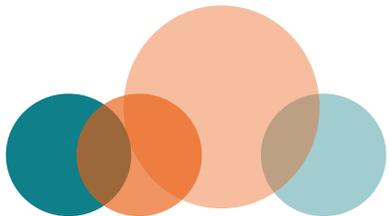
Geographic limitations – evidence from 17 of the 28 EU countries

Language limitations – time-limited preliminary review

We lack a direct connection with first hand research but we are clearer on whether evidence/causality exists.

Gaps in the research and our understanding:

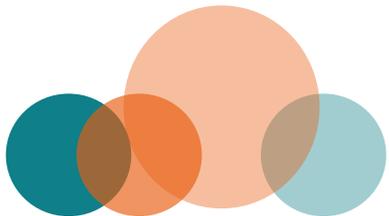
- Methodologies used across Europe
- Tracking public investment through spillovers
- Relationship between arts and culture and CCIs
- Mixed models of funding and spillover relationships



Going forward....

The next 12 months

1. Dissemination and advocacy
2. Expanding and strengthening the research partnership
3. Research funding
4. Research focus



Join the conversation!

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- home
- What are spillover effects?
- Funding Partners
- Research Partners
- Results and report
- Evidence library

Welcome to the home of Cultural Creative Spillovers!

We're delighted to welcome you, our first visitors, to this site! Find out more below and join the debate. Our final report will be published in September 2015, but we have placed some interim findings on our [results page](#). Have your say and help us shape our future research agenda.

With best wishes from [Nadine, Nicole and all the partners](#)

In January 2015, an EU-wide research project "**Preliminary Evidence of Spillover Effects in Europe**" was launched with the aim of better understanding the methodologies that could be used to better measure spillover effects of public investment (public money awarded directly or indirectly by government funded industry bodies) in the arts, culture and the creative industries. A research alliance across Europe have contributed research to form an [international evidence library](#). Tom Fleming Creative Consultancy was commissioned to analyse the evidence library - approximately 100 case studies (projects and activities) - and their spillover effects (download the report [here](#) from July 2015).

This research platform has been initiated by the Arts Council England (ACE) and the European Centre for Creative Economy (ecce). It is funded by ecce, ACE, Arts Council of Ireland, Creative England and the European Cultural Foundation. The European Creative Business Network (ECBN) is managing the financial administration of the project and will be responsible for contractual processes and all payments. Find out more about the [funding partners](#).

