

## CASE Regional Insights

The CASE (Culture and Sport Evidence) programme is a joint strategic research programme, led by DCMS in association with Arts Council England, English Heritage, Museums, Libraries and Archives Council and Sport England. The programme aims to influence the policy agenda in culture and sport in England by generating high quality, relevant research with easy access to a range of analysis and data for partners to build sound arguments.

As part of the CASE programme, Regional Insights has been developed to provide partners with data and evidence on the position and role of culture and sport within key local and regional agendas.

## The purpose of this work

The aim of the project is to provide culture and sport agencies, local authorities and other public bodies with a set of statistical data about CASE sectors. The data is organised within a number of themes such as the economy, education and engagement. Within each theme, the data is broken down by region and, where possible, local authority area. The consistent format allows for comparison across and within sectors and geographies. The importance of particular themes and sectors will vary by place, but the overall approach to accessing, comparing and using the data will be similar.

Regional Insights has been designed to deliver a quantitative picture, to help local partners to identify key trends in culture and sport in their area and where there is potential for growth. Combined with other research and local knowledge, this data can point to areas where further investment is justified.

The purpose is to provide consistent quality data, which enables users to quickly and easily identify quantitative evidence to support the development of clear arguments for investment in culture and sport.

## How should it be used?

Regional Insights is a dataset – a compendium of quantitative data and facts. The dataset is accompanied by a summary report for each region. These reports are not intended to provide a comprehensive interpretation of the

data. Rather, they provide an overview of the type of data available so that you can choose what to interrogate in more detail.

This report is the 2010 East Midlands Regional Insights report. The dataset used to support this report contains the most current data available from the various different sources. The data should be used alongside the qualitative insight you have about the working context of your locality or region. It is not designed to provide the whole story, but to support you in writing it. You decide what data is most important and how to link it to your priorities.

## Where you can find the data

The dataset is available to download from the [CASE website](http://www.culture.gov.uk/case/).<sup>1</sup>

There are 8 sections in the dataset:

Section	Data contained
CASE Economy	Gross value added, businesses, turnover, employment, volunteering, and business start-up.
Non-capital Investment	Local authority, central government, lottery and private investment in the sector.
Capital Investment	Sector specific capital investment, local authority land acquisition and construction.
Tourism	Domestic overnight tourism, inbound tourism, visits to visitor attractions
Education	Participation in Higher Education, Further Education GCSE level education and in non mainstream CASE related education programmes
Physical Assets	Number and density of physical assets.
Engagement	Participation in activities across CASE sectors and levels of satisfaction
Community & Wellbeing	Feelings on community cohesion, belonging, community safety

For further information on the CASE programme please visit [www.culture.gov.uk/case/](http://www.culture.gov.uk/case/) or email [case@culture.gsi.gov.uk](mailto:case@culture.gsi.gov.uk).

<sup>1</sup> [http://www.culture.gov.uk/what\\_we\\_do/research\\_and\\_statistics/7276.aspx](http://www.culture.gov.uk/what_we_do/research_and_statistics/7276.aspx)

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## 2010: Key Statistics

The CASE economy in the East Midlands:

- Employs 119,000 people
- Includes 9,800 businesses
- Contributes £2.3 billion in Gross Value Added (GVA)
- Generates £1.1 billion/year in spend from domestic tourists

Across the CASE sectors in the East Midlands:

- 297,000 people work on a voluntary basis
- The average business turns over £500,000
- There were 4,200 new business start-ups between 2006 and 2009
- There are 12,900 physical assets

Investment in the sector totals:

- £290 million in non-capital investment from local government
- £67 million<sup>2</sup> in capital focused investment from local government
- £60 million<sup>3</sup> in lottery investment
- £18.9 million in private investment in the arts<sup>4</sup>

Engagement in the sector is extensive:

- 1.9 million people participating in a cultural activity<sup>5</sup>
- 609,000 participating in 3 sessions of sport per week
- 85,000 people studying at GCSE level
- 23,000 higher education students
- 77,000 people studying at FE institutes

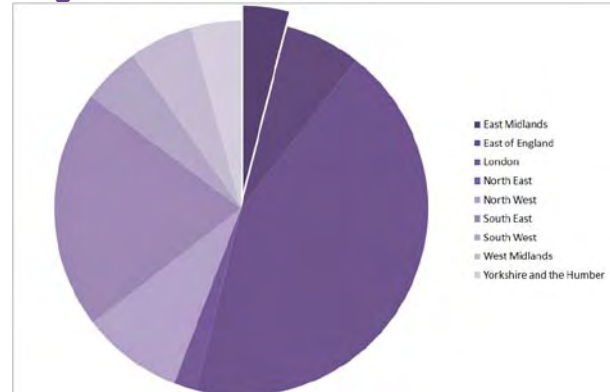
<sup>2</sup> Not including Heritage spending, this is captured under non-capital investment.

<sup>3</sup> Investment in the arts, sports and heritage.

<sup>4</sup> This figure relates to the Midlands as a whole.

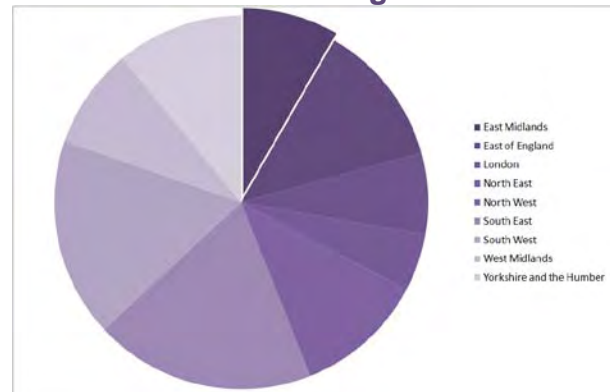
<sup>5</sup> Includes participation in: craft, dance, literature, music, theatre and the visual arts.

## East Midlands GVA, as a proportion of total GVA for the CASE sectors across England



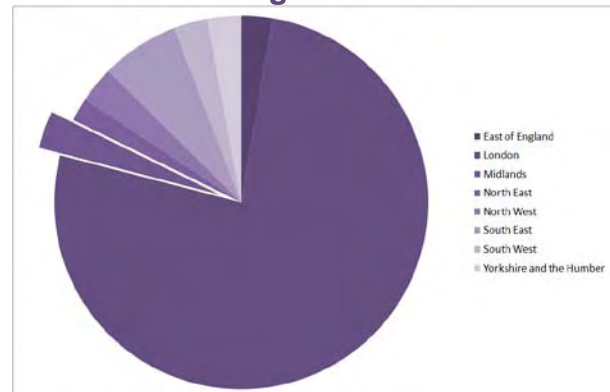
Source: ONS, ABI (2009)

## East Midlands physical assets, as a proportion of the total assets in the CASE sector across England



Source: IM, POI (2009)

## The Midlands' private investment in the arts, as a proportion of total private investment in England



Source: A&B (2009)

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## CASE Economy

Data in this section is drawn from the CASE Economy data tables available from the Regional Insights website. Key sources include:

- Annual Population Survey (APS)
- Annual Business Inquiry (ABI)
- Inter-Departmental Business Register (IDBR)
- Trends Central Resource (TCR)

Across the East Midlands 119,000 people are employed in the CASE sectors. This decreased by 4% between 2006 and 2008.

Outside London and the South East, the East Midlands has the second lowest regional employment in the creative sector, whilst heritage employment in the region was the third lowest. Heritage employment fell by 39% between 2006 and 2008, reducing from 4,900 to 3,000.

CASE sectors attract high levels of volunteer engagement. Approximately 297,000 people undertook voluntary work in the East Midlands in 2007/08 across CASE sectors.

There are 9,800 CASE organisations in the East Midlands, contributing £2.3 billion of GVA in 2007/08. Of these, 3,200 are new start-ups since 2006. The large majority (3,000) of new start-ups are creative businesses.

GVA produced by CASE sectors increased in the East Midlands by 26% between 2005/06 and 2007/08 (increasing to £2.3b from £1.8b). More than three quarters (82%) of CASE GVA produced in 2007/08 was contributed by creative firms.

## Top 5 Local Authorities in the East Midlands by number of CASE businesses

Local Authority	Businesses
Northamptonshire County	1,947
Derbyshire County	1,692
Leicestershire County	1,687
Nottinghamshire County	1,528
Lincolnshire County	1,397

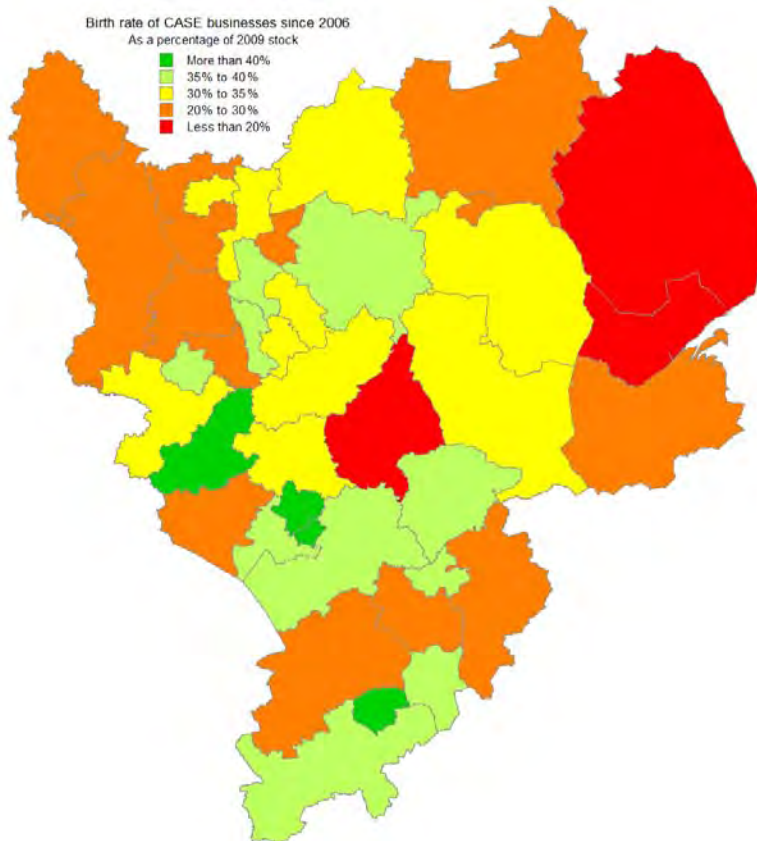
Source: IDBR (2009)

## Top 5 Local Authorities in the East Midlands by level of CASE employment

Local Authority	Employment
Nottingham	7,905
Leicester	4,517
Derby	4,458
North West Leicestershire	2,394
Northampton	2,384

## Start-up rates across the region by local authority

Source: TCR (2009)



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## Non-Capital Investment

Data in this section is drawn from the non-capital investment data tables available from the Regional Insights website. Key sources include:

- Department for Communities and Local Government (DCLG), Local Government Finance Statistics (LGFS)
- Department for Culture Media and Sport (DCMS), National Lottery database (NLD)
- Arts Council England, (ACE) Regularly Funded Organisations (RFO) Annual Submission Dataset
- Arts & Business (A & B) Annual Investment in Culture Survey
- Heritage Lottery Fund (HLF) Initial Grant Decisions Data

This report focuses on non-capital investment in sector development by Local Authorities. For example, service or community development.

Between 2004/05 and 2008/09 local authority investment in CASE sectors increased in real terms in all regions bar one<sup>6</sup>. The second lowest percentage increase in CASE sector investment was in the East Midlands, where local authority expenditure increased by 4% over the period; to approximately £290 million in 2008/09.

In most regions, sports and MLA expenditure represent the majority of local authority spending on CASE sectors. In the East Midlands, in 2008/09, sports funding was worth £113,000 and MLA funding was worth £107,000 of all local authority spend in the region.

Local authority investment in the arts increased by 8% (from £60 million to £65 million) between 2004/05 and 08/09. This was a greater proportional increase than occurred in any other region.

Local authority investment in sports services was £113 million in 2008/09, the second lowest amount spent of the nine regions.

The East Midlands has the fifth greatest density<sup>7</sup> of local authority investment in sport, with £221,000 per 10,000 people invested in 2008/09; compared to £302,000 in the North East and £270,000 in Yorkshire and the Humber.

Investment in the region's library services fell, in real terms, by 7% between 2004/05 and 2008/09. Local authorities in the East Midlands also made the second lowest expenditure in these services. In 2008/09 this was £76 million.

Local authority investment in heritage increased from £3.0 million to £4.9 million across 2004/05 – 2008/09. However, the density of heritage spending in the region was below average in 2008/09, at £19,000 per 10,000 people compared to an average of £22,000 across England.

## Top 10 LAs for non-capital investment in CASE sectors in 2008/09

Local Authority	Investment £000s
Leicester	33,844
Leicestershire	29,022
Nottingham	27,852
Lincolnshire	21,198
Derby	20,719
Nottinghamshire	19,598
Derbyshire	16,233
Northamptonshire	11,927
Northampton	9,585
Newark & Sherwood	6,436

Source: DCLG, LGFS (2009)

<sup>6</sup> Investment in CASE sectors in the East of England reduced by less than 0.02% between 2004/05 and 2008/09.

<sup>7</sup> Investment in thousands of pounds per 10,000 of the working age (WA) population of that administrative area – local authority or region.

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## Capital Investment

Data in this section is drawn from the Capital Investment data tables available from the Regional Insights website. Key sources include:

- Department for Communities and Local Government (DCLG), Local Government Finance Statistics (LGFS)
- Department for Culture, Media and Sport (DCMS), National Lottery database (NLD)
- Sport England (SE) Exchequer Funding Data

Local authority capital expenditure is divided between acquisition of land and existing buildings (hereafter acquisition investment) and new construction, conversion and renovation (new construction investment). References to 'CASE sectors' in this section exclude heritage, as data was not available.

Between 2004/05 and 2008/09 local authority capital investment in CASE sectors<sup>8</sup> increased in real terms in all regions bar one<sup>9</sup>. The third greatest percentage increase in CASE sector investment was in the East Midlands, where local authority capital expenditure increased by 66% over the period; reaching approximately £65 million in 2008/09. In most regions Sports expenditure represents the majority of local authority capital spend<sup>10</sup>.

A significant proportion of capital investment in the arts in the region in both 2004/05 and 2008/09 was made on new construction as part of the arts facilities and activities funding stream. In 2004/05 this accounted for 46% of East Midlands' capital investment in the arts, and increased to 71% in 2008/09. The remainder of East Midlands arts capital expenditure was on new construction as part of museums and galleries funding.

<sup>8</sup> In arts (including museums and galleries), sports and libraries.

<sup>9</sup> Capital investment in CASE sectors in the North East reduced by 2% between 2004/05 and 2008/09.

<sup>10</sup> LA expenditure on capital investment only covers the arts (which includes museums and galleries), sports and libraries.

This pattern is typical of most regions, where new construction makes up the vast majority of investment, far exceeding that made in acquisitions. There was an overall decrease of 57% in capital investment in the arts between 2004/05 and 2008/09 within the East Midlands. The region is also second lowest when the nine English regions are ranked by actual expenditure in 2008/09.

Local authorities in the East Midlands made the fourth greatest investment in sports capital assets, spending almost £49 million in 2008/09. This was a 92% increase on 2004/05 expenditure. However, most regions increased their expenditure over this period by at least 30%. The majority of the East Midlands expenditure in both years was on new construction of sports facilities (86% in 2008/09).

The East Midlands increased its expenditure on capital assets within its library services by approximately 68% between 2004/05 and 2008/09, increasing expenditure from £5.1 million to £8.7 million. All of this investment in 2008/09 was on new construction.

### Top LAs for capital investment in new construction conversion & renovation by investment area in 2008/09

Investment Area	Local Authority	Investment £000s
Museums and galleries	Nottingham	600
Arts activities and facilities	Nottingham	4,659
Sports facilities	Corby	13,071
Library services	Derby	630

Source: DCLG, LGFS (2009)<sup>11</sup>

<sup>11</sup> Please note that there is no data available for heritage.

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## Tourism and Physical Assets

Data in this section is drawn from the *Tourism and Physical Assets* data tables available from the *Regional Insights* website. Key sources include:

- Visit Britain (VB), ONS International Passenger Survey (ONS-IPS)
- Enjoy England (EE), UK Tourism Survey (UKTS)
- Enjoy England (EE), Annual Visitor Attractions Survey via (AVAS)
- InterestMap (IM) Points of Interest (POI)

In both 2006 and 2009, the East Midlands was the destination for 13% of domestic tourist trips, the joint third least popular region in both years with the West Midlands. Trips to the region decreased by 7% across the period. Domestic tourists to the region spent a total of £1 billion in 2009, a 6% increase compared to 2006.

Visits to the East Midlands by international visitors increased by 14% between 2004 and 2008. Despite this increase, changes in other regions meant that the East Midlands' share of non-domestic visitors decreased from 5% in 2006 to 4% in 2008.

Overseas visitors spent a total £386 million in the East Midlands in 2008, representing 3% of national expenditure that year. This was down from 4% of total overseas expenditure in 2004 and was largely due to a decrease of 12% in the amount spent within the region between 2004 and 2008.

Overall, visits to attractions in the East Midlands decreased by 7% between 2004 and 2008, the largest proportional decrease across all the regions.

The East Midlands has a higher than average number of arts, sports and MLA physical assets per 10,000 people.

The largest proportion of these assets are sports related (54%). This follows the national trend.

The number of heritage assets per 10,000 people in the East Midlands (30.39) is also higher than the England average of 21.36.

## Top 5 visitor attractions by number of visits 2008

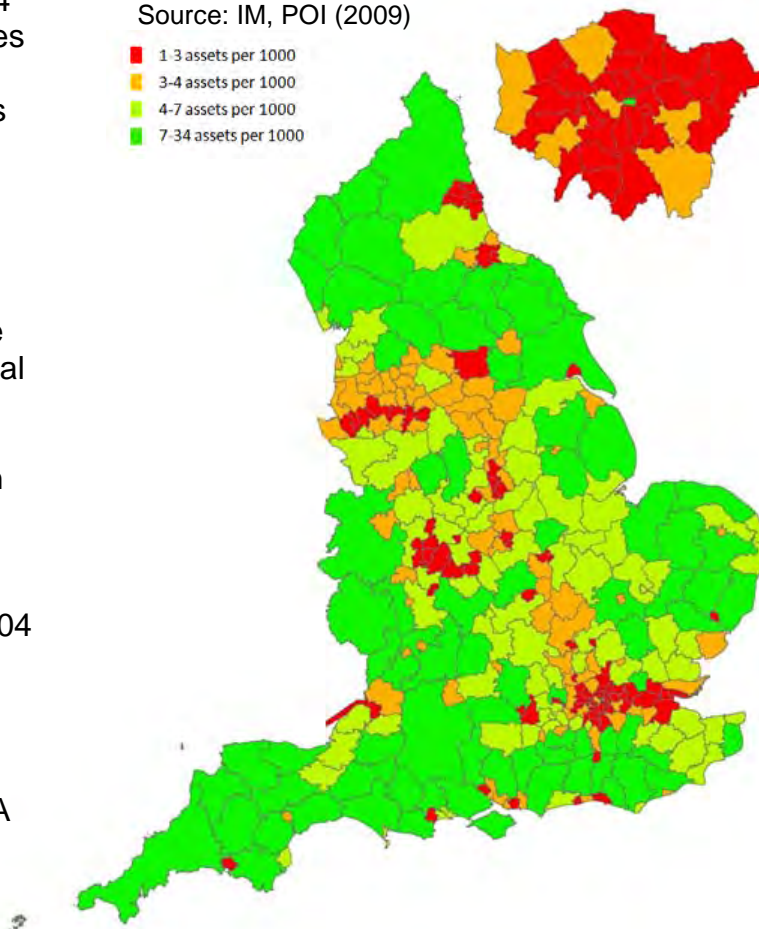
Attraction	Visitors (000s)
Carsington Water Visitor Centre	900
Bradgate Country Park	900
Rufford Country Park	458
National Space Centre	219
Ye Olde Pork Pie Shoppe	209

Source: AVAS, EE (2008)

## Density of all arts, museums, libraries, sports and heritage assets per head of population in 2008/9

Source: IM, POI (2009)

- 1-3 assets per 1000
- 3-4 assets per 1000
- 4-7 assets per 1000
- 7-34 assets per 1000



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ENGLISH HERITAGE



MUSEUMS LIBRARIES ARCHIVES COUNCIL



## Education

Data in this section is drawn from the Education data tables available from the Regional Insights website. Key sources include:

- The Department for Children, Schools and Families (DCSF, Research and Statistics Gateway (RSG), GCSE results in maintained schools by Local Authority
- Higher Education Statistics Agency (HESA) Students in Higher Education (SHE)
- The Data Service (DS) Individualised Learner Record (ILR)
- Arts Council England (ACE, Regularly Funded Organisations (RFO) Annual Submission Dataset
- English Heritage (EH), Heritage Counts (HC)
- Sport England (SE), Active People Survey (APS)

The total number of students studying a CASE related subject at GCSE level in the East Midlands fell by 8% between 2007/08 and 2008/09. The same percentage fall was experienced across England in the same time period.

In 2008/09, the largest proportion of CASE GCSE students (31%) in the East Midlands studied a design and technology course, a similar proportion to the England average (28%).

The number studying a physical education GCSE fell by 10% between 2007/08 and 2008/09. Media, film and TV subjects experienced the smallest fall in the number of students, dropping by 5% in the East Midlands compared with a 4% fall across England between 2007/08 and 2008/09.

Whilst the number of people studying a CASE related GCSE has fallen, these subjects have grown in popularity at a higher education level in recent years. In the East Midlands, the number of students studying CASE related subjects in higher

education increased by 6% between 2004/05 and 2008/09 from 21,700 to 23,000. This compared to an increase of just 13% across England.

In the East Midlands in 2008/09, 71% of CASE students in higher education were studying arts, 14% heritage, 13% sports and 2% a museums, libraries or archive-related subject. In all these subject areas, more students were studying in 2008/09 than in 2004/05.

## Top 5 HEIs for number of students studying a CASE subject

University	Students (000s)
The Nottingham Trent University	4,605
De Montfort University	4,395
The University of Lincoln	3,310
Loughborough University	3,215
University of Derby	2,255

Source: HESA, SHE (2008/09)

## Change in participation in CASE HE courses compared to average across all courses between 2004/05 and 2008/09

Course	Percentage change
Arts	7%
Sports	-11%
MLA	-3%
Heritage	21%
CASE total	6%
All Higher Education	1%

Source: HESA, SHE (2008/09)

## Top 5 LAs for number of students achieving A-G in a CASE subject in 2008/09

Local Authority	Students (000s)
Nottinghamshire	16,471
Derbyshire	16,074
Northamptonshire	13,615
Lincolnshire	13,406
Leicestershire	12,087

Source: DCSF, RSG (2009)

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## Engagement

Data in this section is drawn from the Engagement data tables available from the Regional Insights website. Key sources include:

- Department for Culture Media and Sport (DCMS), Taking Part Survey (TPS)
- Sport England (SE), Active People Survey (APS)

The proportion of people that had participated in a cultural event in the last year in the East Midlands was 55% in 2007/08. This compared to the England average of 53%.

As with the whole of England, the proportion of people that had taken part in each type of cultural activity in the East Midlands varied considerably. For example, whilst 64% of people had participated in literature activity in 2007/08, only 21% had participated in a craft activity.

In 2008/09, 17% of people in the East Midlands took part in at least three sessions of moderate intensity sport per week. If recreational walking and cycling are included in the calculations this figure increases to 22%. The area with the highest percentage of sporting participants (including recreational walking and cycling) is Daventry (29%), whilst the lowest is Leicester (16%).

The percentage of people that had attended a sporting event (as a spectator) in the previous year rose from 15% in 2005/06 to 16% in 2007/08. This compared to 15% in England in both years.

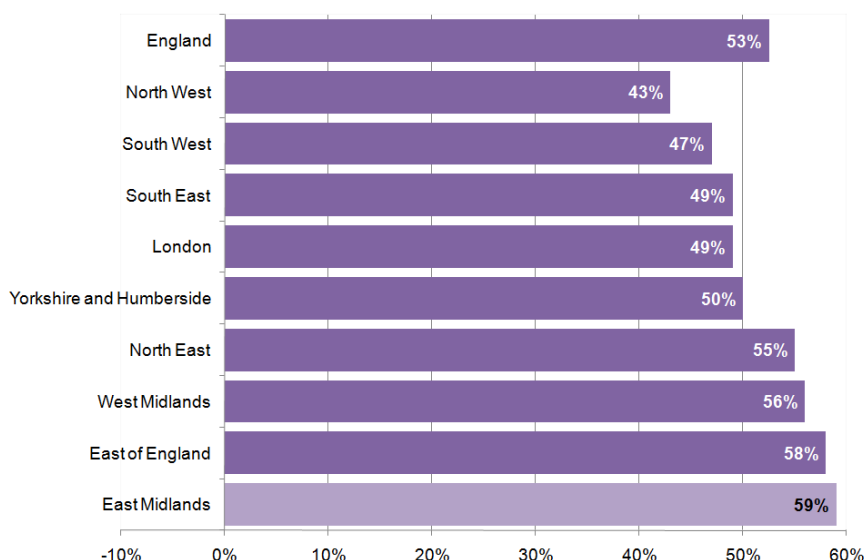
In 2007/08 attendances at archives (4%), libraries (44%) and museums or galleries (41%) were comparable to the percentage across England as a whole.

In the East Midlands, 45% of people had attended a historic park or garden open to the public, compared with only 40% across England.

The percentage of people in the East Midlands that had attended an arts event in the previous year in 2007/08 was 66%. This compares to 67% across England for the same period.

Attitudes towards arts activities rated on a scale of 1-10 scored an average of 7.9 in the East Midlands, compared to an average of 8.0 across England.

## The percentage of people that participated in a cultural activity in 2007/08, by region and compared to the average for England



Source: TPS (2007/08)

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## Community and wellbeing

Data in this section is drawn from the Community and Wellbeing data tables available from the Regional Insights website. Key sources include:

- Department for Communities and Local Government (DCLG), Citizenship Survey (CS)

Within the East Midlands, 83% of those surveyed think that people from different backgrounds get on well together and 17% think that people from different backgrounds did not get on well together. This was the same as the average across England.

The East Midlands has the second lowest rate of agreement with the statement that 'I have friends with different incomes to me', at 61%. All other regions, except the North West, had a percentage of agreement that was higher than this and the average rate of agreement was 64%. The region also has the fifth lowest rate of agreement with the statement 'I have friends from different ethnic groups to me': 49% agreed with the statement, compared with 52% for England.

People in the East Midlands have a slightly lower fear of crime than the national average; 40% of individuals stated that they were worried about crime compared with the national average of 42%. The East Midlands has the sixth highest percentage of regional respondents who are very worried about crime (8%).

The majority of individuals in the East Midlands (77%) feel very safe or fairly safe walking alone in their neighbourhood after dark. This is slightly higher than the national average of 73%.

A slightly lower than average proportion of people feel either very unsafe or never walk alone in their neighbourhood after dark (9%). Nationally, 10% feel this way.

When considering life in their neighbourhood, 80% of respondents in the East Midlands felt strongly that they belonged to their neighbourhood. Approximately 13% thought that their local area had improved in the past 2 years, a little higher than the national figure (15%).

Approximately 10% of people in the East Midlands stated that they did not feel part of British society. Of those surveyed in the East Midlands, 58% thought that the number of immigrants entering Britain should be reduced a lot, 25% thought it should be reduced a little and the remainder thought it should either remain the same or be allowed to increase. These findings are similar to the national average.

## The percentage of people that feel that they strongly belong to their neighbourhood in 2008/09, by region and compared to the average for England

Region	Percentage population
West Midlands	80%
North East	80%
North West	79%
East of England	78%
Yorkshire and the Humber	78%
South West	77%
<b>East Midlands</b>	<b>76%</b>
South East	76%
London	74%
England	77%

Source: CS (2008/09)

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