

# East of England

## 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 of England 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 of England<sup>2</sup>:

- Employs 177,000 people
- Includes 20,000 businesses
- Contributes £3.9 billion in Gross Value Added (GVA)
- Generates £1.4 billion/year in spend from tourists<sup>3</sup>

Across the CASE sectors in the East:

- 370,000 people work on a voluntary basis
- The average business turns over £445,000
- 6,860 new business were started over the past 3 years
- There are 19,200 physical assets

Investment in the sector totals:

- £350 million in non-capital investment from local government
- £71 million<sup>4</sup> in capital focused investment from local government
- £25.6 million<sup>5</sup> in other non-capital investment (lottery investment)
- £16 million in private investment in the arts

Engagement in the sector is extensive:

- 2.5 million people participating in a cultural activity<sup>6</sup>
- 740,000 participating in 3 sessions of sport per week
- 113,000 people studying at GCSE level
- 14,000 higher education students
- 111,000 people studying at FE institutes

<sup>2</sup> Hereafter referred to as 'East'

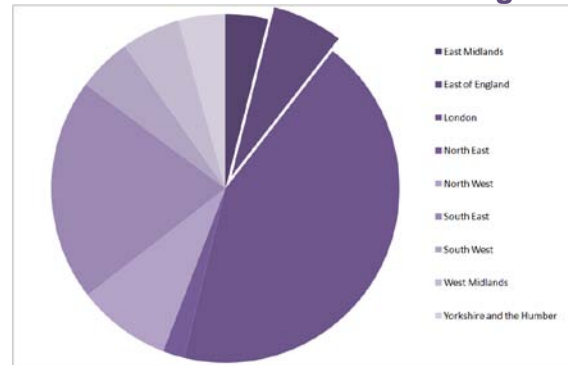
<sup>3</sup> Domestic tourists (UK residents) only.

<sup>4</sup> Not including Heritage spending, this is captured under non-capital investment.

<sup>5</sup> Investment in the arts, sports and heritage.

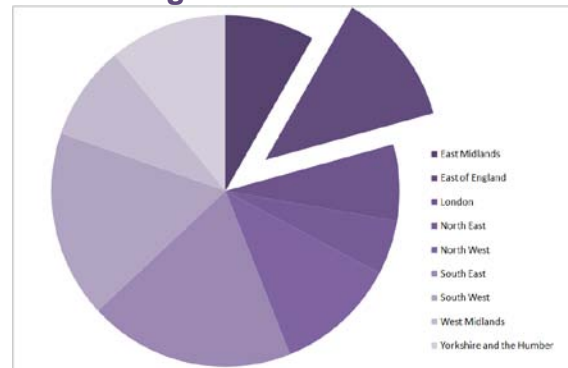
<sup>6</sup> Includes participation in: craft, dance, literature, music, theatre and the visual arts.

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



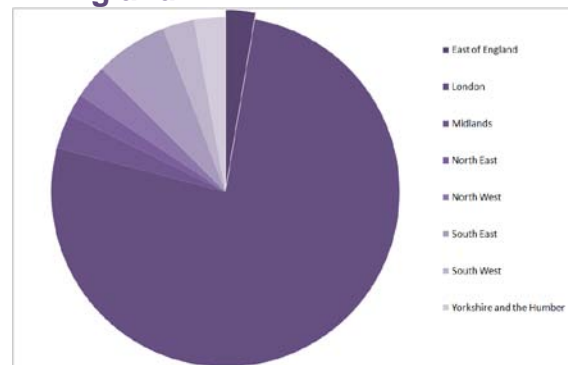
Source: ONS, ABI (2009)

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



Source: IM, POI (2009)

## East 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 177,000 people are employed in the CASE sectors. This decreased by 3% between 2006 and 2008.

The East has the fifth highest regional employment in the creative sector. Sport employment in the region was also the second greatest outside of London and the South East. However, Eastern heritage employment fell by 70% between 2006 and 2008, reducing from 4,800 to 1,400.

CASE sectors attract high levels of volunteer engagement. Approximately 370,000 people undertook voluntary work in the East in 2007/08 in CASE sectors.

There are 20,000 CASE organisations in the East, contributing £3.9 billion GVA in 2007/08. Of these, 6,900 are new start-ups since 2006. The large majority (6,500) of new start-ups are creative businesses.

GVA produced by CASE sectors increased in the East by 2% between 2005/06 and 2007/08, from £3.8 billion to £3.9 billion. More than three quarters (85%) of CASE GVA produced in 2007/08 was contributed by creative firms.

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

Local Authority	Businesses
St Albans	987
Dacorum	970
South Cambridgeshire	774
East Hertfordshire	691
North Hertfordshire	653

Source: IDBR (2009)

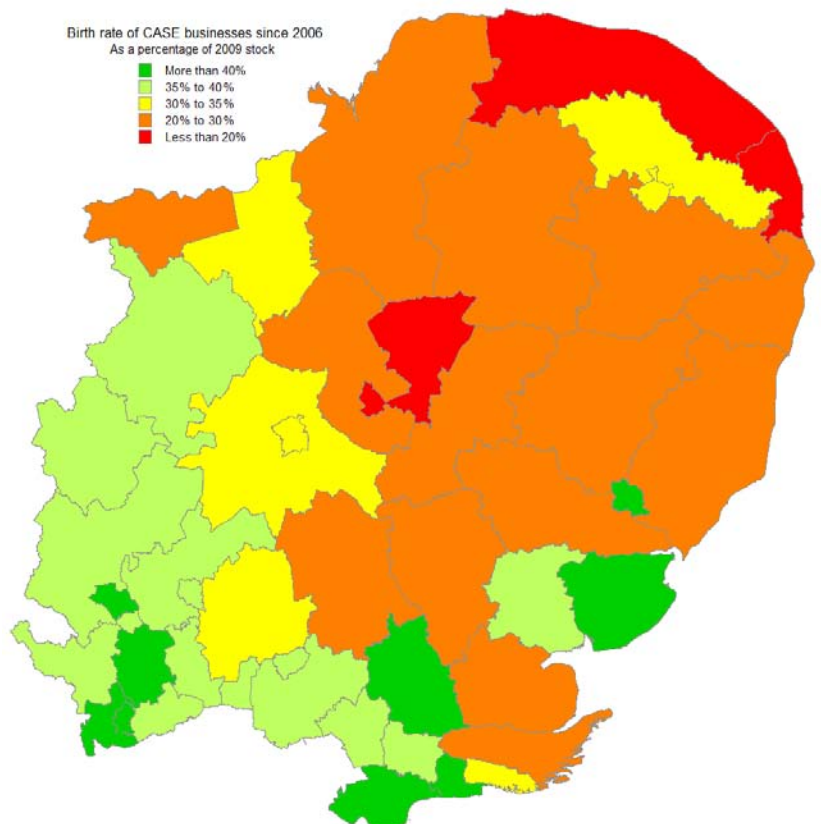
## Top 5 Local Authorities in the East by level of CASE employment

Local Authority	Employment
Cambridge	4,695
Norwich	3,637
Dacorum	3,445
Mid Bedfordshire	2,652
Colchester	2,562

Source: ONS, APS (2009)

## 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 the East was the only region where local authority investment in CASE sectors decreased, although only by 0.02%. Expenditure by East local authorities in real terms decreased from £346.8 million to £346.7 million over the period. The average for England was a 9% increase in CASE sector investment by local authorities.

In most regions, sports and MLA expenditure represent the majority of local authority spending on CASE sectors. In the East in 2008/09 sports funding was worth £123.6 million and MLA funding was worth £134.7 million of all local authority CASE spending in the region.

Local authority investment in the arts increased by 8% (from £69.2 million to £74.4 million) between 2004/05 and 08/09. This was the same percentage increase in arts spending by local authorities as the East Midlands, only London investment increased by a smaller percentage (4%).

Local authority investment in sports services was £123.6 million in 2008/09,

the third smallest regional expenditure after the East Midlands and North East. The East has the second lowest density<sup>7</sup> of local authority investment in sport, with £378,000 per 10,000 people invested in 2008/09; compared to £287,000 in London. The England average sports expenditure density was £428,000 per 10,000 people in 2008/09.

In real terms, investment in the region's library services fell by 10% between 2004/05 and 2008/09, the largest percentage decrease across all regions. Despite this, local authorities in the East made the fifth greatest (median) expenditure in these services in 2008/09 (£101.7 million), in 2004/05 it made the fourth greatest expenditure.

Local authority investment in heritage increased from £10.1 million to £13.9 million across 2004/05 – 2008/09. The density of heritage spending in the region was significantly above average in 2008/09, at £43,000 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
Norwich	999
St Albans	908
Chelmsford	418
South Norfolk	411
Breckland	308
King's Lynn and West Norfolk	249
East Cambridgeshire	210
North Norfolk	179
Ipswich	109
Huntingdonshire	79

Source: DCLG, LGFS (2009)

<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:

- Communities and Local Government (CLG), 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, where local authority capital expenditure increased by 66% over the period; reaching approximately £71.3 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 museums and galleries funding stream. In 2004/05 this accounted for 43% of East capital investment in the arts, and increased to 56% in 2008/09. The remainder of East arts capital expenditure was on new construction as part of activities and facilities funding.

This pattern is typical of most regions, where new construction makes up the vast majority of investment, far exceeding that made in acquisitions. The overall increase of 147% in capital investment in the arts between 2004/05 and 2008/09 within the East region meant that the region increased to 6<sup>th</sup> greatest from 8<sup>th</sup> when the nine English regions are ranked by actual expenditure in 2008/09.

Local authorities in the East made the 6<sup>th</sup> greatest investment in sports capital assets, spending almost £40.0 million in 2008/09. This was a 30% increase on 2004/05 expenditure. The majority of East expenditure in both years was on new construction of sports facilities (87% in 2008/09).

The East increased expenditure on capital assets within its library services by approximately 150% between 2004/05 and 2008/09, from £5.1 million to £12.8 million. Almost 70% of this investment in 2008/09 was on new construction. The remainder was spent on acquisition of capital assets within the libraries service.

### 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	Colchester	5,746
Arts activities and facilities	Central Bedfordshire	8,199
Sports facilities	Watford	16,577
Library services	Norfolk	1,807

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

<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.

<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:

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

In both 2006 and 2009, the East was the destination for 10% of domestic tourist trips, the joint-fifth most popular region in both years. Trips to the region decreased by 1% across the period. Domestic tourists to the region spent a total of £1.4 billion in 2009, a 10% increase compared to 2006.

Visits to the East by international visitors increased by 12% between 2004 and 2008, although the average for England was an increase of 29%. This lower than average growth in visitor numbers resulted in the East's share of annual non-domestic visitors reducing from 9% in 2004 to 8% in 2008.

Overseas visitors spent a total £862 million in the East in 2008, representing 6% of non-domestic national expenditure that year. This was the same as its share of total overseas tourism spending in 2004, despite this there was an increase of 42% in this type of expenditure over the period.

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

The East has a lower than average number of arts, sports and MLA physical assets per 10,000 people. The largest proportion of these assets are sports

related (52%). This follows the national trend.

The number of heritage assets per 10,000 people in the East (15.35) is also lower than the England average of 21.36.

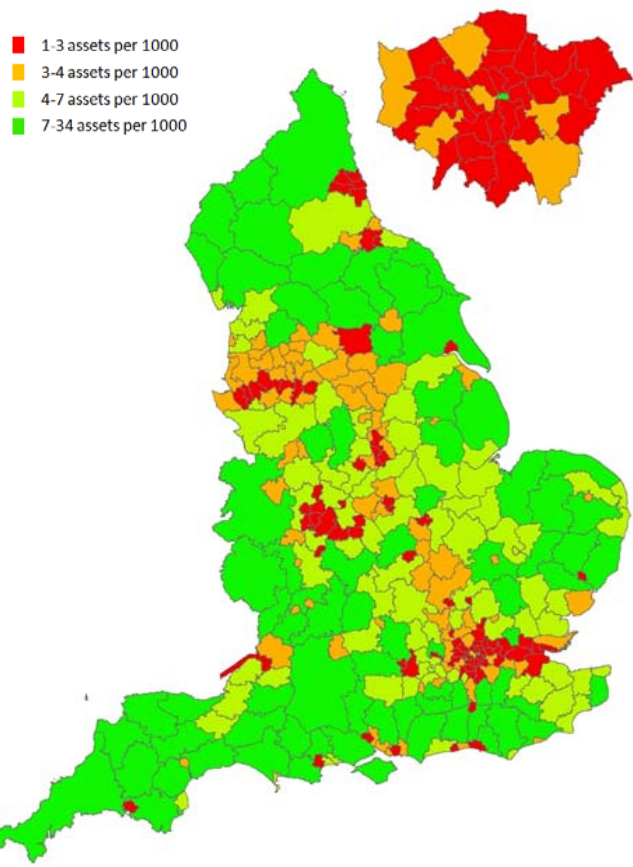
## Top 5 visitor attractions by number of visits 2008

Attraction	Visitors (000s)
Fairlands Country Park	1,250
Willows Farm Village	493
Snape Maltings	450
Imperial War Museum, Duxford	376
Hinchingbrooke Country Park	300

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)



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## 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 fell by 6% between 2007/08 and 2008/09. The percentage fall experienced across England in the same time period was 8%.

In 2008/09, the largest proportion of CASE GCSE students (27%) in the East studied a design and technology course, a similar proportion to the England average (28%). The next most common CASE subject to study at GCSE in the region is history, 19% of CASE GCSEs in 2008/09 were in this subject.

The number studying a physical education GCSE fell by 21% between 2007/08 and 2008/09. History subjects experienced the smallest proportionate fall in the number of students, dropping by 1% in the East compared with a 3% 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, the number of students studying CASE related subjects in higher education increased by 19% between 2004/05 and 2008/09 from 11,600 to 13,800. This compared to an increase of 13% across England.

In the East in 2008/09, 77% of CASE students in higher education were studying arts, 16% sports, 7% heritage and less than 1% a museums, libraries or archive-related subject. In all these subject areas except heritage, 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)
Uni. of Hertfordshire	3.3
Uni. of Bedfordshire	2.3
Uni. of Essex	2.1
Anglia Ruskin Uni.	1.6
Norwich Uni., College of Arts	1.3

Source: Source: HESA, SHE (2008/09)

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

Course	Percentage change
Arts	32%
Sports	171%
MLA	-
Heritage	-66%
CASE total	19%
All Higher Education	13%

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)
Essex	28.3
Hertfordshire	23.5
Norfolk	15.7
Suffolk	14.5
Cambridgeshire	10.0

Source: DCSF, RSG (2009)

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department for culture, media and sport



# East of England

## 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 was 56% 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 varied considerably. For example, whilst 68% of people had participated in literary activities in 2007/08, only 21% had participated in a craft activity.

In 2008/09, 16% of people in the East 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 21%. The area with the highest percentage of sporting participants (including recreational walking and cycling) is Colchester (27%), whilst the lowest is Luton (15%).

The percentage of people that had attended a sporting event (as a spectator) in the previous four weeks remained at 15% in both 2005/06 and 2007/08. This was the same as the average for England in both years.

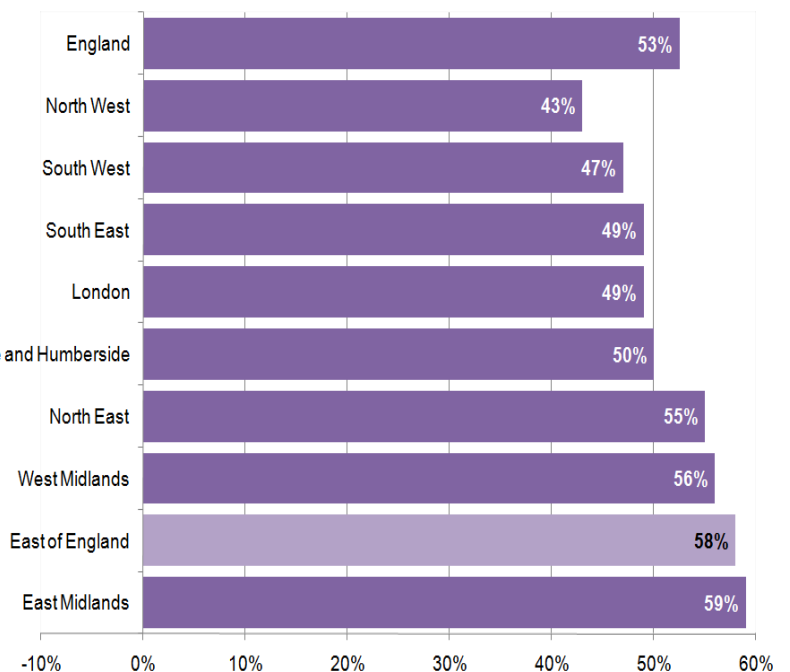
In 2007/08 attendances at archives (5%), libraries (46%) and museums or galleries (42%) were comparable to the percentage across England as a whole.

In the East, 17% of people had attended a place connected with industrial history, compared with only 20% across England.

The percentage of people in the East that had attended an arts event in the previous year remained at 69% in both 2005/06 and 2007/08. 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, slightly lower than the average for England in both 2006/07 and 2007/08 which was 8.0.

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



Source: DCMS, TPS (2007/08)

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# East of England

## 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, 85% of those surveyed think that people from different backgrounds get on well together and 15% think that people from different backgrounds do not get on well together. The region had slightly higher than average agreement rates, with the average for England being 83% agreement and 17% disagreement.

The East has the one of the highest rates of agreement with the statement that 'I have friends with different incomes to me', at 67%; (only London and the South East had higher rates, both at 69%). The average rate of agreement was 64%. The region also has the fourth highest rate of agreement with the statement 'I have friends from different ethnic groups to me': 52% agreed with the statement, the same as the average for England.

People in the East have a slightly lower fear of crime than the national average; 39% of individuals stated that they were worried about crime compared with the national average of 42%. The East has the second lowest percentage of regional respondents who are very worried about crime (7%).

The majority of individuals in the East (75%) feel very safe or fairly safe walking alone in their neighbourhood after dark. This is slightly higher than the national average of 73%.

A 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, 78% of respondents in the East felt strongly that they belonged to their neighbourhood. Approximately 12% thought that their local area had improved in the past 2 years, a little worse than nationally (15%).

Only 8% of people in the East stated that they did not feel part of British society. Of those surveyed in the East, 53% 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%
East Midlands	76%
South East	76%
London	74%
England	77%

Source: DCLG, CS (2008/09)

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