West Midlands

case: the culture and sport evidence programme

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 West 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.[1]

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/ or email case@culture.gsi.gov.uk.

[1] http://www.culture.gov.uk/what_we_do/research_and_statistics/7276.aspx

Produced by Trends Business Research Ltd in 2010 for:

dcms department for culture, media and sport · Arts Council England · English Heritage · MLA Museums Libraries Archives Council · Sport England

West Midlands

2010: Key Statistics

The CASE economy in the West Midlands:

- Employs 149,000 people
- Includes 12,400 businesses
- Contributes £3.2 billion in Gross Value Added (GVA)
- Generates £1.2 billion/year in spend from domestic tourists

Across the CASE sectors in the West Midlands:

- 309,000 people work on a voluntary basis
- The average business turns over £635,000
- 4,390 new businesses started in the past 3 years
- There are 13,500 physical assets

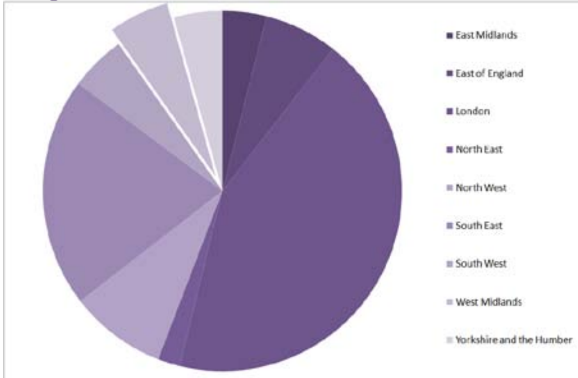
Investment in the sector totals:

- £400 million in non-capital investment from local government
- £81 million[2] in capital focused investment from local government
- £63 million[3] in other non-capital investment (lottery investment)
- £19 million in private investment in the arts[4]

Engagement in the sector is extensive:

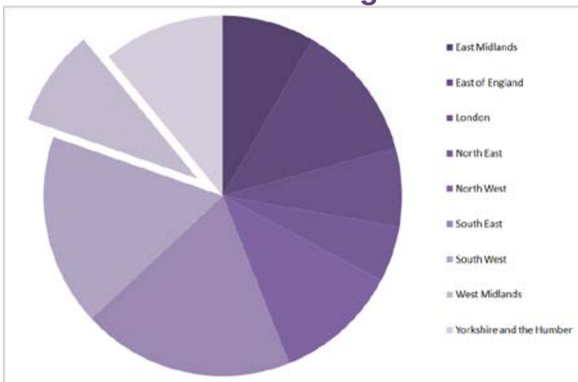
- 2 million people participating in cultural activity[5]
- 669,000 participating in 3 sessions of sport per week
- 99,000 people studying at GCSE level
- 18,500 higher education students
- 118,000 people studying at FE institutes

West Midlands GVA as a proportion of total GVA for the CASE sectors across England



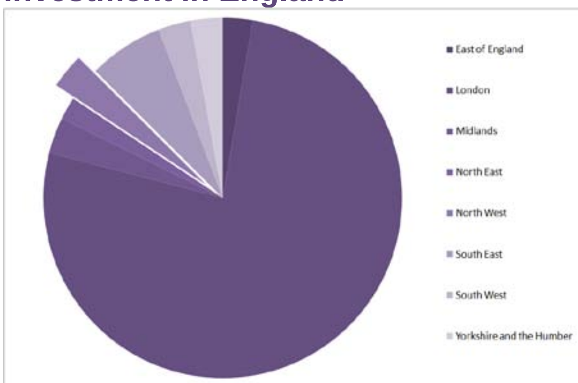
Source: ONS, ABI (2009)

West Midlands physical assets as a proportion of the total assets in the CASE sector across England



Source: IM, POI (2009)

West Midlands private investment in the arts as a proportion of total private investment in England



Source: A&B (2009)

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[2] Not including Heritage spending, this is captured under non-capital investment.
[3] Investment in the arts, sports and heritage.
[4] This data source combines East and West Midlands into the 'Midlands'.
[5] Includes participation in: craft, dance, literature, music, theatre and the visual arts.

Produced by Trends Business Research Ltd in 2010 for:

West Midlands

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 West Midlands 149,000 people are employed in the CASE sectors. This decreased by less than 1% between 2006 and 2008.

The West Midlands has the seventh highest regional employment in the creative sector. Heritage employment in the region was the fourth greatest. However, West Midlands sport employment fell by 22% between 2006 and 2008, reducing from 33,000 to 26,000.

CASE sectors attract high levels of volunteer engagement. Approximately 309,000 people undertook voluntary work in the West Midlands in 2007/08 in the CASE sectors.

There are 12,400 CASE organisations in the West Midlands, contributing £3.2 billion GVA in 2007/08. Of these 12,400, 4,400 are new start-ups since 2006. The large majority (4,100) of new start-ups are creative businesses.

GVA produced by CASE sectors increased in the West Midlands by 6% between 2005/06 and 2007/08, from £3.0 billion to £3.2 billion. More than three quarters (86%) of CASE GVA produced in 2007/08 was contributed by creative firms.

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

Local Authority	Businesses
Birmingham	1,874
Warwick	723
Coventry	707
Stratford-on-Avon	666
Solihull	632

Source: IDBR (2009)

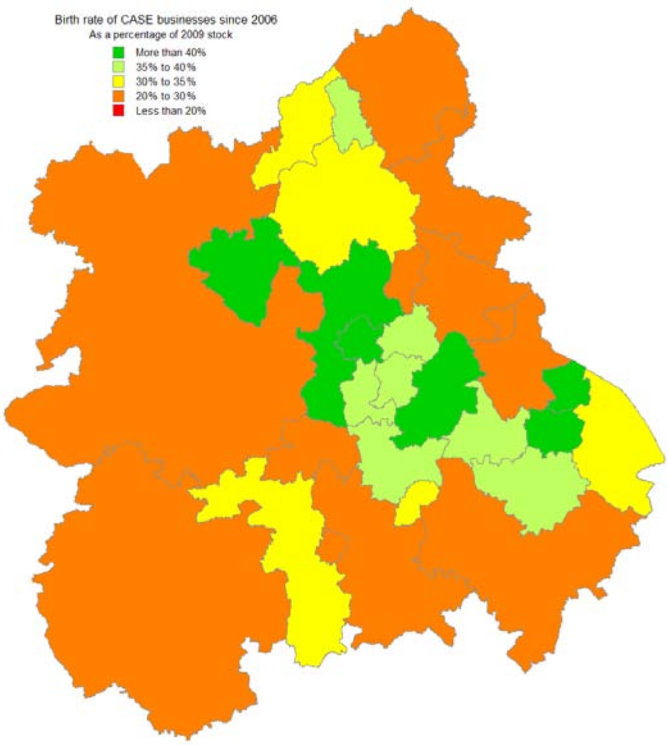
Top 5 Local Authorities in the West Midlands by level of CASE employment

Local Authority	Employment
Birmingham	**22,162**
Coventry	**4,674**
Herefordshire	**3,968**
Dudley	**3,342**
Stoke-on-Trent	**3,175**

Source: ONS, APS (2009)

Start-up rates across the region by local authority

Source: TCR (2009)



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[6]. The greatest percentage increase in CASE sector investment was in the West Midlands, where local authority expenditure increased by 29% over the period; reaching approximately £400 million in 2008/09.

In most regions, sports and MLA expenditure represent the majority of local authority spending on CASE sectors. In the West Midlands in 2008/09 sports funding was worth £143.1 million and MLA funding was worth £155.3 million of all local authority spend in the region.

Local authority investment in the arts increased by 50% (from £62.5 million to £93.5 million) between 2004/05 and 2008/09. This was the second greatest proportional increase in arts spending by local authorities in any region.

Local authority investment in sports services was £143.1 million in 2008/09. The West Midlands also has the fourth greatest density[7] of local authority investment in sport, with £448,000 per 10,000 people invested in 2008/09; the national average was £428,000.

In real terms, investment in the region's library services increased by 15% between 2004/05 and 2008/09, increasing the region's rank from 6th to 4th greatest regional local authority expenditure in these services – in 2008/09 this was £108.2 million.

Local authority investment in heritage increased from £1.5 million to £4.3 million across 2004/05 – 2008/09. However, the density of heritage spending in the region was lower than average in 2008/09, at £13,000 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
Bexley	**1,206**
Wolverhampton	**26,093**
Dudley	**23,866**
Coventry	**21,829**
Walsall	**18,893**
Stoke-on-Trent	**17,306**
Sandwell	**13,651**
Telford and the Wrekin	**13,648**
Herefordshire	**9,774**
Solihull	**8,681**

Source: DCLG, LGFS (2009)

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

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

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 (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 increased in real terms in all regions bar one[8]. The seventh greatest percentage increase in CASE sector investment was in the West Midlands, where local authority capital expenditure increased by 38% over the period; reaching approximately £80.6 million in 2008/09. In most regions sports expenditure represents the majority of local authority capital spend[9], although in the West Midlands, arts spending was marginally higher than sports.

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 52% of West Midlands capital investment in the arts and reduced to 41% in 2008/09.The remainder of West Midlands arts capital expenditure was on new construction as part of museums and galleries funding.

This pattern is typical of most regions, where new construction makes up the vast majority of investment, far exceeding that made in acquisitions. Despite the overall increase of 27% in capital investment in the arts between 2004/05 and 2008/09 within the West Midlands, the region moved from 2nd to 3rd when the nine English regions are ranked by expenditure in these years.

Local authorities in the West Midlands made the second lowest investment in sports capital assets, spending almost £32.0 million in 2008/09. This was a 14% increase on 2004/05 expenditure. However, most regions increased their expenditure over this period by at least 30%. The majority of West Midlands expenditure was on new construction of sports facilities (84% in both years).

The West Midlands approximately trebled expenditure on capital assets within its library services between 2004/05 and 2008/09, increasing expenditure from £5.6 million to £17.1 million. Almost 72% 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	Wire Forest	329
Arts activities and facilities	Shropshire	8,030
Sports facilities	Wychavon	7,819
Library services	Birmingham	4,570

Source: DCLG, LGFS (2009) [10]

[8] Capital investment in CASE sectors in the North East reduced by 2% between 2004/05 and 2008/09.
[9] LA expenditure on capital investment only covers the arts (which includes museums and galleries), sports and libraries.

[10] Please note that there is no data available for heritage.

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 West Midlands was the destination for 8% of domestic tourist trips. Trips to the region increased by 1% across the period. Domestic tourists to the region spent a total of £1.2 billion in 2009, a 6% increase compared to 2006.

Visits to the West Midlands by international visitors increased by 2% between 2004 and 2008, the joint lowest regional increase. This resulted in the West Midlands moving from an 8% share of national non-domestic tourist visits in 2004 to 6% in 2008.

Overseas visitors spent a total £614 million in the West Midlands in 2008, representing 4% of national expenditure that year. This was down from 5% of total overseas expenditure in 2004 and was largely due to a lower than average increase of 11% in the amount spent within the region between 2004 and 2008.

Overall, visits to attractions in the West Midlands decreased by 1% between 2004 and 2008, the national average proportional increase was 8%.

The West 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.

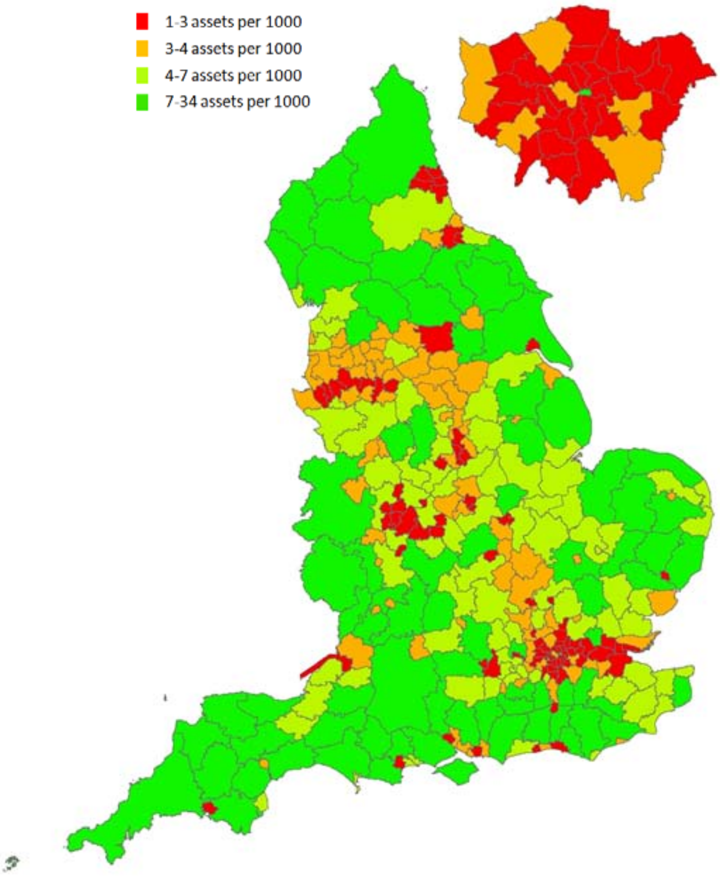
The number of heritage assets per 10,000 people in the West Midlands (12.24) however, is lower than the England average of 21.36.

Top 5 visitor attractions by number of visits 2008

Attraction	Visitors (000s)
Evesham Country Park	1,206
Malvern Hills	1,000
Sandwell Valley Country Park	820
Cadbury World	537
Queenswood Arboretum	500

Source: AVAS, EE (2008)

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



Source: IM, POI (2009)

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), GSCE 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 West Midlands fell by 9% between 2007/08 and 2008/09. The average change for CASE GCSEs was a fall of 8% in the same time period.

In 2008/09, the largest proportion of CASE GCSE students (30%) in the West Midlands studied a design and technology course, a similar proportion to the England average (28%).

The number studying a physical education GCSE fell by 13% between 2007/08 and 2008/09. History subjects experienced the smallest fall in the number of students, dropping by 3% in the West Midlands, the same as the average change in 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 higher education level in recent years. In the West Midlands, the number of students studying CASE related subjects in higher education increased by 17% between 2004/05 and 2008/09 from 15,900 to 18,500. This compared to an increase of 13% across England.

In the West Midlands in 2008/09, 74% of CASE students in higher education were studying arts, 16% sports and 10% heritage. 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)
Birmingham City Uni.	4.2
Uni. of Wolverhampton	3.3
Staffordshire Uni.	2.6
Coventry Uni.	2.5
Uni. of Warwick	2.2

Source: HESA, SHE (2008/09)

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

Course	Percentage change)
Arts	15%
Sports	40%
MLA	-100%
Heritage	8%
CASE total	17%
All Higher Education	7%

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)
Birmingham	18.1
Staffordshire	16.6
Warwickshire	10.4
Worcestershire	9.8
Dudley	7.0

Source: DCSF, RSG (2009)

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 West Midlands was 47% 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 West Midlands varied considerably. For example, whilst 88% of people had participated in music activity in 2007/08, only 18% had participated in a craft activity.

In 2008/09, 15.2% of people in the West 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 20%. The area with the highest percentage of sporting participants (including recreational walking and cycling) is Warwick (26%), whilst the lowest is Sandwell (15%).

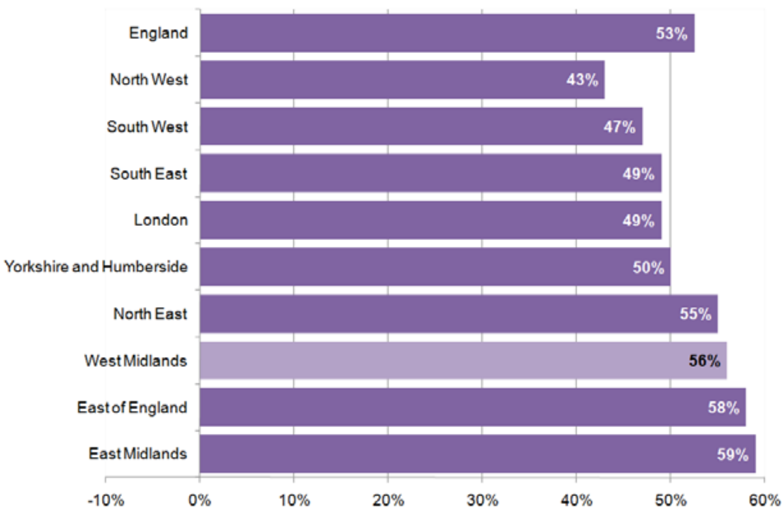
The percentage of people that had attended a sporting event (as a spectator) in the previous four weeks remained at 15% in both 2005/06 and 2007/08. This was the same average as for the whole of England in both years.

In 2007/08 attendances at archives (4%), libraries (44%) and museums or galleries (39%) were comparable to the percentage across England as a whole.

In the West Midlands in 2007/08, 20% of people had attended a place connected with industrial history, the same as the England average.

The percentage of people in the West Midlands that had attended an arts event in the previous year was 65% in 2007/08. Across England the proportion of people attending remained at 67% for across the same period. Attitudes towards arts activities rated on a scale of 1-10 scored an average of 8.0 in the West Midlands, the same figure as for England in both 2006/07 and 2007/08.

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)

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 West Midlands, 81% of those surveyed think that people from different backgrounds get on well together and 19% think that people from different backgrounds do not get on well together. The region had slightly lower than average agreement rates, with the average for England being 83% agreement and 17% disagreement.

The West Midlands has the joint fourth highest rate of agreement with the statement that 'I have friends with different incomes to me', at 64%. The average rate of agreement was also 64%. The region also has the third highest rate of agreement with the statement 'I have friends from different ethnic groups to me': 55% agreed with the statement, compared with 52% for England

People in the West Midlands have a greater fear of crime than the national average; 48% of individuals stated that they were worried about crime with the national average of 42%. The West Midlands has the joint highest percentage of regional respondents who are very worried about crime (13%).

The majority of individuals in the West Midlands (70%) feel very safe or fairly safe walking alone in their neighbourhood after dark. This is slightly lower than the national average of 73%.

A slightly greater than average proportion of people feel either very unsafe or never walk alone in their neighbourhood after dark (11%). Nationally, 10% feel this way.

When considering life in their neighbourhood, 80% of respondents in the West 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 worse than the national figure (15%).

Only 8% of people in the West Midlands stated that they did not feel part of British society. Of those surveyed in the West Midlands, 62% thought that the number of immigrants entering Britain should be reduced a lot, 21% thought it should be reduced a little and the remainder thought it should either remain the same or be allowed to increase. The national average for people believing immigration levels should be reduced a lot is 52%.

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)