

Yorkshire and Humber

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 Yorkshire and Humber 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

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Yorkshire and Humber

2010: Key Statistics

The CASE economy in Yorkshire and Humber:

- Employs 155,000 people
- Includes 10,000 businesses
- Contributes £2.6 billion in Gross Value Added (GVA)
- Generates £1.5 billion/year in spend from domestic tourists

Across the CASE sectors in Yorkshire and Humber:

- 262,000 people work on a voluntary basis
- The average business turns over £550,000
- There were 3,300 new business start-ups between 2006 and 2009
- There are 17,000 physical assets

Investment in the sector totals:

- £394 million in non-capital investment from local government
- £104 million² in capital focused investment from local government
- £31 million³ in lottery investment
- £17.1 million in private investment in the arts

Engagement in the sector is extensive:

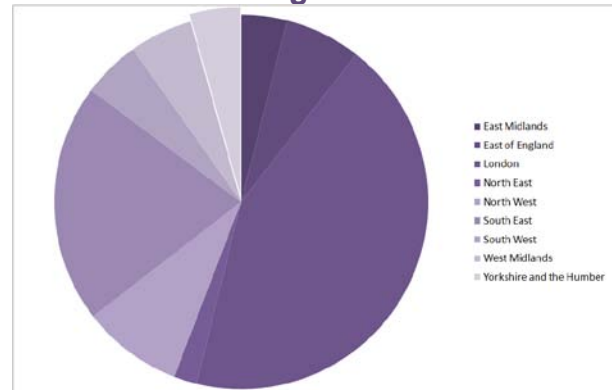
- 2.1 million people participating in cultural activity⁴
- 720,000 participating in 3 sessions of sport per week
- 96,000 people studying at GCSE level
- 21,000 higher education students
- 86,000 people studying at FE institutes

² Not including Heritage spending, this is captured under non-capital investment.

³ Investment in the arts, sports and heritage.

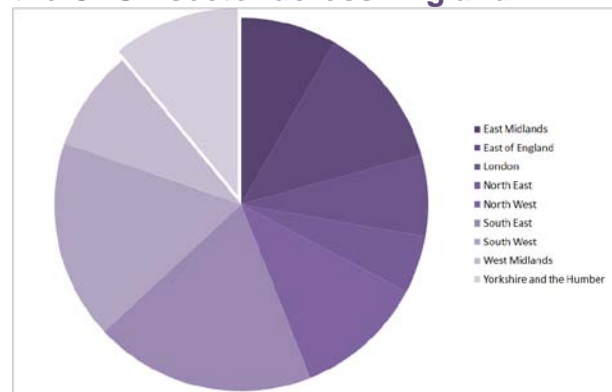
⁴ Includes participation in: craft, dance, literature, music, theatre and the visual arts.

Yorkshire and Humber GVA as a proportion of total GVA for the CASE sectors across England



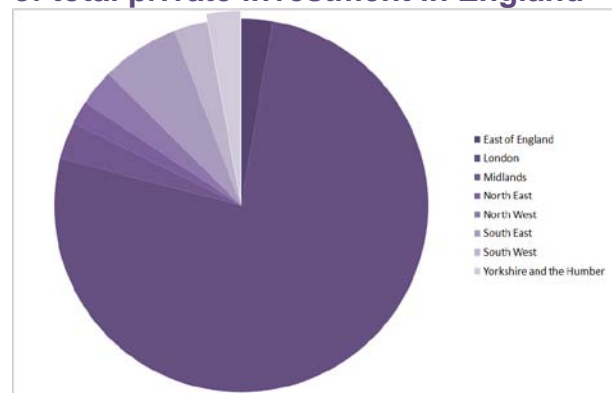
Source: ONS, ABI (2009)

Yorkshire and Humber physical assets as a proportion of the total assets in the CASE sector across England



Source: IM, POI (2009)

Yorkshire and Humber 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 Yorkshire and Humber 155,000 people are employed in the CASE sectors. This increased by 1% between 2006 and 2008.

Yorkshire and Humber has the sixth highest regional employment in the creative sector. Heritage employment in the region was also the sixth greatest outside of London and the South East. However, Yorkshire and Humber heritage employment fell by 8% between 2006 and 2008, reducing from 4,700 to 4,300.

CASE sectors attract high levels of volunteer engagement. Approximately 262,000 people undertook voluntary work in Yorkshire and Humber in 2007/08 in CASE sectors.

There are 10,000 CASE organisations in Yorkshire and Humber, contributing £2.6 billion GVA in 2007/08. Of these, 3,400 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 Yorkshire and Humber by 4% between 2005/06 and 2007/08, from £2.5 billion to £2.6 billion. More than three quarters (85%) of CASE GVA produced in 2007/08 was contributed by creative firms.

Top 5 Local Authorities in Yorkshire and Humber by number of CASE businesses

Local Authority	Businesses
Leeds	1,737
Sheffield	1,063
Bradford	779
Kirklees	760
East Riding of Yorkshire	658

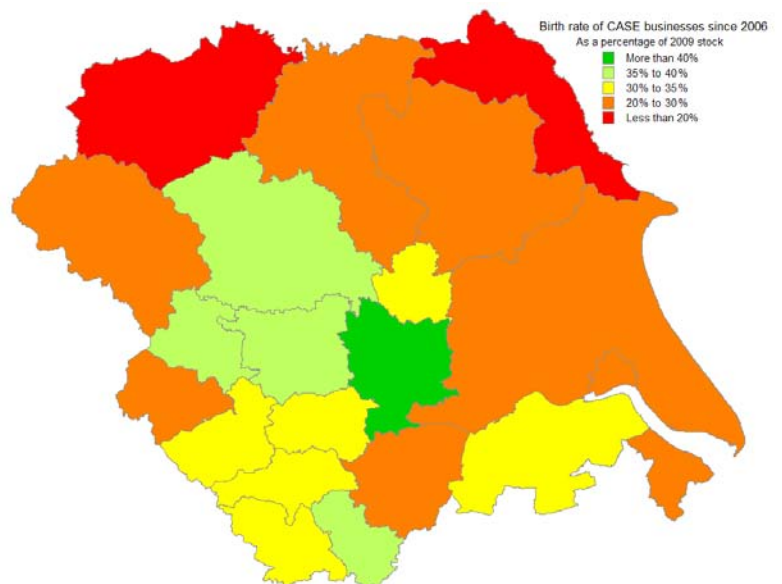
Source: IDBR (2009)

Top 5 Local Authorities in Yorkshire and Humber by level of CASE employment

Local Authority	Employment
Leeds	26,951
Sheffield	12,348
Bradford	7,102
York	5,637
Kirklees	5,130

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 one⁵. The third smallest percentage increase in CASE sector investment was in Yorkshire and Humber, where local authority expenditure increased by 6% over the period; reaching approximately £394 million in 2008/09.

In most regions, sports and MLA expenditure represent the majority of local authority spending on CASE sectors. In Yorkshire and Humber, in 2008/09, sports funding was worth £162.4 million and MLA funding was worth £139.6 million of all local authority spend in the region.

Local authority investment in the arts increased by 15% (from £77 million to £88 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 £162 million in 2008/09, third highest within the regions. Yorkshire and Humber also has the second greatest density⁶ of local authority investment in sport, with £270,000 per 10,000 people invested in 2008/09; compared to £302,000 in the North East and £216,000 in the South West.

In real terms, investment in the region's library services did not change between 2004/05 and 2008/09. Local authorities in Yorkshire and Humber made the sixth largest expenditure in these services in both years – in 2008/09 this was £98 million.

Local authority investment in heritage increased from £1.9 million to £3.1 million across 2004/05 – 2008/09. However, the density of heritage spending in the region was below average in 2008/09, at £10,000 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
Leeds	47,661
Sheffield	37,597
Bradford	34,499
Kirklees	29,044
Kingston upon Hull	25,498
Leeds	19,928
Sheffield	18,032
Bradford	16,845
Kirklees	16,119
Kingston upon Hull	14,466

Source: DCLG, LGFS (2009)

⁵ Investment in CASE sectors in the East of England reduced by less than 0.02% between 2004/05 and 2008/09.

⁶ 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 increased in real terms in all regions bar one⁷. The greatest percentage increase in CASE sector investment was in Yorkshire and Humber, where local authority capital expenditure increased by 82% over the period; reaching approximately £97 million in 2008/09.

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 48% of Yorkshire and Humber capital investment in the arts, and increased to 59% in 2008/09. The remainder of Yorkshire and Humber 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 40% in capital investment in the arts between 2004/05 and 2008/09 within Yorkshire and Humber, the region remained fourth highest when the nine English regions are ranked by actual expenditure in 2008/09.

Local authorities in Yorkshire and Humber made the fifth greatest investment in sports capital assets, spending almost £42 million in 2008/09. This was a 66% increase on 2004/05 expenditure. Most regions increased their expenditure over this period by at least 30%. The majority of Yorkshire and Humber expenditure in both years was on new construction of sports facilities (76% in 2008/09).

Yorkshire and Humber almost quadrupled expenditure on capital assets within its library services between 2004/05 and 2008/09, increasing expenditure from £5.6 million to £23.5 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	Sheffield	2,417
Arts activities and facilities	Leeds	6,240
Sports facilities	Rotherham	6,274
Library services	Wakefield	15,466

Source: DCLG, LGFS (2009)⁸

⁷ Capital investment in CASE sectors in the North East reduced by 2% between 2004/05 and 2008/09.

⁸ 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, Yorkshire and Humber was the destination for 10% of domestic tourist trips, the fifth most popular region in 2006 and sixth most popular region in 2009. Trips to the region increased by 4% across the period, demonstrating the region's increasing appeal. Domestic tourists to the region spent a total of £1.5 billion in 2009, a 10% increase compared to 2006.

Visits to Yorkshire and Humber by international visitors increased by 14% between 2004 and 2008, the fourth highest regional increase. Despite this increase, similar changes in other regions meant that Yorkshire and Humber retained its 5% share of non-domestic visitors in both years.

Overseas visitors spent a total £450 million in Yorkshire and Humber in 2008, representing 3% of national expenditure that year. The amount spent within the region by overseas visitors increased by 30% between 2004 and 2008. However, the region's share of total spend remained 3% for both years.

Overall, visits to attractions in Yorkshire and Humber increased by 20% between 2004 and 2008, the largest proportional increase across all the regions.

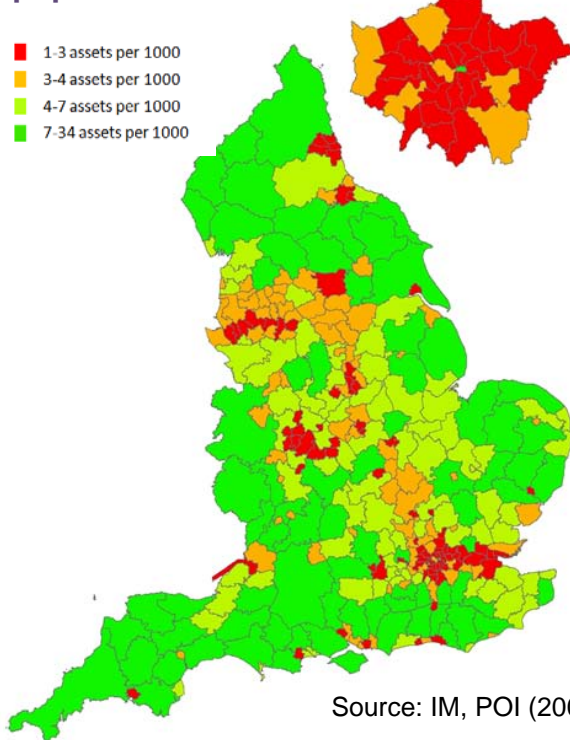
Yorkshire and Humber has a lower than average number of arts, sports and MLA physical assets per 10,000 people. The largest proportion of these assets are heritage related (47%). This goes against the national trend, where the largest proportion are sport related. However, the number of heritage assets per 10,000 people in Yorkshire and Humber (16.95) however, is lower than the England average of 21.36.

Top 5 visitor attractions by number of visits 2008

Attraction	Visitors (000s)
Sheffield Winter Garden	2,500
Chevin Forest Park	500
Humber Bridge Country Park	400
Jorvik Viking Centre	358,
Fountains Abbey Estate	329

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)

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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 Yorkshire and Humber fell by 9% between 2007/08 and 2008/09. An 8% fall was experienced across England in the same time period.

In 2008/09, the largest proportion of CASE GCSE students (33%) in Yorkshire and Humber studied a design and technology course, a similar proportion to the England average (28%).

The number studying a physical education GCSE also fell between 2007/08 and 2008/09, by 11%. History subjects experienced the smallest fall in the number of students, dropping by 3% in Yorkshire and Humber the same fall experienced 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 higher education level in recent years. In Yorkshire and Humber, the number of students studying CASE related subjects

in higher education increased by 19% between 2004/05 and 2008/09 from 11,235 to 13,220. This compared to an increase of 13% across England.

In Yorkshire and Humber in 2008/09, 62% of CASE students in higher education were studying arts, 18% heritage, 18% sports and 3% a museums, libraries or archive (MLA) related subject. In all these subject areas except MLA, 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)
Leeds Metropolitan University	3.8
The University of Huddersfield	3.7
Sheffield Hallam University	3.6
The University of Leeds	3.1
The University of Hull	1.5

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	18%
Sports	34%
MLA	-29%
Heritage	23%
CASE total	19%
All Higher Education	4%

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)
North Yorkshire	12.7
Leeds	12.3
Sheffield	9.2
Kirklees	8.1
Bradford	8.0

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 Yorkshire and Humber was 49% 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 Yorkshire and Humber varied considerably. For example, whilst 63% of people had participated in literature activity in 2007/08, only 18% had participated in a craft activity.

In 2008/09, 16.7% of people in Yorkshire and Humber 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 Harrogate (27.1%), whilst the lowest is Doncaster (18.7%).

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

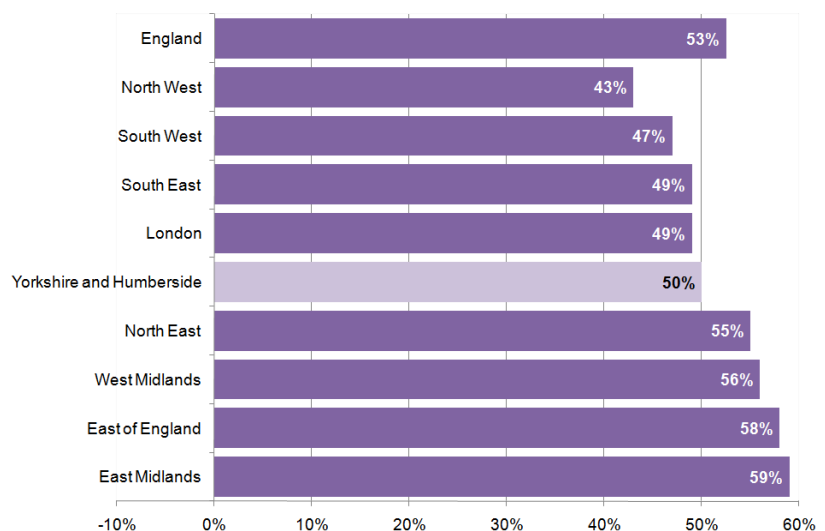
In 2007/08 attendances at archives (5%), libraries (37%) and museums or galleries (42%) were comparable to the percentage across England as a whole.

In Yorkshire and Humber, 21% of people had attended a place connected with industrial history, compared with only 20% across England.

The percentage of people in Yorkshire and Humber that had attended an arts event in the previous year remained at 61% in both 2005/06 and 2007/08. This compared to 67% for across England for the same period.

Attitudes towards arts activities rated on a scale of 1-10 scored an average of 7.9 in Yorkshire and Humber in 2007/08. This compared to the England average of 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: 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 Yorkshire and Humber, 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.

Yorkshire and Humber has the third lowest rate of agreement with the statement that 'I have friends with different incomes to me', at 62%. All other regions had a percentage of agreement of 61% or higher and the average rate of agreement was 64%. The region also ranked sixth on agreement with the statement 'I have friends from different ethnic groups to me': 46% agreed with the statement, compared with 52% for England.

People in Yorkshire and Humber have the same fear of crime as the national average; 42% of individuals stated that they were worried about crime. Yorkshire and Humber also has the fifth highest percentage of regional respondents who are very worried about crime (11%).

The majority of individuals in Yorkshire and Humber (74%) feel very safe or fairly safe walking alone in their neighbourhood after dark. This is slightly higher than the national average of 73%.

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

When considering life in their neighbourhood, 78% of respondents in Yorkshire and Humber felt strongly that they belonged to their neighbourhood. Approximately 18% thought that their local area had improved in the past 2 years, a little higher than the national figure (15%).

Only 9% of people in Yorkshire and Humber stated that they did not feel part of British society. Of those surveyed in Yorkshire and Humber, 55% thought that the number of immigrants entering Britain should be reduced a lot, 24% 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 Humber	78%
South West	77%
East Midlands	76%
South East	76%
London	74%
England	77%

Source: CS (2008/09)

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