

CREATIVE ECONOMY PROFILE

The Product

BOP's Creative Economy Profile provides arts, culture, regeneration and economic development officers with a thorough analysis of the creative sector in your local authority district from five different perspectives.

It gives you:

- Evidence of the economic value of arts, cultural and creative activity in your authority
- Valuable information to feed into local economic assessments
- A sense of the creative sector's potential contribution to place-shaping in your area
- A reliable baseline for future research into the sector

Who We Are

BOP Consulting is the leading specialist consultancy on creative industries in Britain. Founded in 1997, we have mapped the creative sector for organisations ranging from Yorkshire Forward and the East Midlands Development Agency to Kensington & Chelsea, Cardiff, Birmingham, Basingstoke and Kirklees councils. We also carry out bespoke research, evaluation and strategy projects for the likes of the DCMS, Arts Council England and the Heritage Lottery Fund. For further information about us, please visit our website at www.bop.co.uk.



Why the Creative Economy Matters

In the last decade the creative industries have become an increasingly high-profile part of the UK economy. They have been a priority for eight of the nine English RDAs and are also the subject of a significant workstream of government policy: the Creative Economy Programme. The ambitions for the Programme were set out in the Creative Britain report of 2008, and include the LGA Menu for Local Infrastructure, the Find Your Talent programme, Creative



Apprenticeships and efforts to identify creative clusters in local economies.

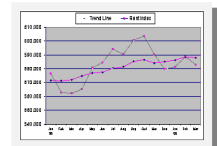
The creative industries have also been identified by both NESTA and a leading think-tank, the IPPR, as a key potential source of post-recession growth and jobs.

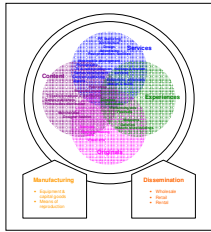
If local authorities are to take advantage of such policy initiatives and be in a position to benefit from the economic opportunities the creative industries offer, they need to understand their own creative sector better. BOP's Creative Economy Profile will give them that insight.

What the Profile Includes

The creative industries are dispersed across a number of industrial sectors, and so are not straightforward to measure. Indeed, despite a decade or more of research into them, there is still no standard methodology for doing so. In the light of this, BOP uses its expertise and experience to approach the sector from **five different perspectives**. Doing this lets us cross-check our findings from any one set of results against the others and build a detailed, locally specific profile of an area. The five perspectives are:

- An analysis of Annual Business Inquiry (ABI) data using the **Data Evidence Toolkit**, which commonly used method of assessing creative industries. It groups the individual industries together into four categories – Audio-Visual, Books & Press, Performance, and Visual Arts & Design – to improve statistical we use in this process include 'non-creative' activity too, so we need a way of filtering these out. We do this by licensing data from Experian's National Business Database, and using it to develop locally specific weightings for the problematic codes. We will run the DET analysis for the five years from 2003-2007 inclusive (the most recent years for which data is available) for employment and business numbers to give an indication of trends in the sector.

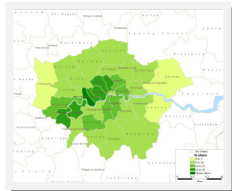




- The second stage is to run the ABI data again, only this time using the **Creative Business Models** approach, originally developed by BOP for NESTA. This is

an alternative way of classifying creative industries based, as the name suggests, on grouping industries together by the business models they have in common: Services, Content, Experiences, and Originals, together with Manufacturing and Dissemination supply chain activities. This approach gives a better sense of where an area's businesses are in the creative economy's value chain, and therefore what the prospects for growth might be. Again, this will be run for employment and business numbers for five years of data. When taken in conjunction with the DET approach, it allows for a more sophisticated understanding of the sector.

- **Experian data** itself in more detail. Although it is being used to develop weightings for stages one and two, it can be analysed in its date dataset than the ABI, which only goes up to 2007, and gives more detailed breakdowns of business type.
- The fourth stage is to calculate **location quotients** for the ABI codes for 2007. This will give us an idea of where a local authority district's relative strengths in the creative industries lie.
- The final perspective comes from **mapping our findings**. These maps take two forms: point maps showing the geographical location of



creative businesses in the borough or district (using the Experian data), and a thematic map of the region's local authorities (drawn from the DET data), showing the share of total employment accounted for by the creative sector. This allows us to compare your local authority district with the other districts in its government region.

Outputs

Our findings are written up into a report of approximately 25-30 pages (including tables, charts and maps), which would be sent to you as a Word or PDF document. The report would be produced within a month of the contract being signed. If it would help you to see a real-life example of such a report, we are happy to supply one – just ask.

BOP will give a presentation of our findings to interested parties at your council as part of the fixed price. If you wish, we can also add on additional research, such as interviews with local creative businesses or stakeholders or phone/web surveys of local creative businesses to give a more detailed picture, although the cost of this would have to be negotiated on a case-by-case basis.

Creative Economy Profile is priced at a fixed fee of **£4,800 (excluding VAT)** for a district or unitary authority. The cost for a county council or a group of authorities (say, working together in an MAA or a sub-regional partnership) would vary, and again would have to be negotiated.

The price shown is correct as of October 2009. For further information or for a discussion of the available options, please contact chris@bop.co.uk or ring 0207 307 3090.