

# Cultural Research in the East of England

A situation report and options appraisal

Commissioned from Cultural Intelligence Ltd by Living East

May 2005

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## Terminology

**Cultural research** may be taken to mean research relating to the culture sector.

**The cultural sector** is the term for the sector as defined by the Department of Culture, Media and Sport (DCMS) and is the sum of the cultural sectors

**The cultural sectors** refers to the individual sectors that make up the cultural sector including sport, arts, libraries, museums, archives, creative industries, heritage and tourism.

# Executive Summary

Living East has an agreement with the Department of Culture, Media and Sport (DCMS) to develop regional cultural research, information and data collection and its dissemination. It has undertaken to produce an action plan for cultural research in the region.

In order to inform its action plan Living East, with the support and guidance of a steering group representing regional government, cultural agencies and a local authority, commissioned consultants Cultural Intelligence to undertake a situation and options appraisal of cultural research in the region.

The fieldwork included research to identify what regional cultural research had been commissioned since 2000 and was publicly available. A consultation event was convened in order to capture the views of the regional cultural research community and those related to it. Telephone interviews were undertaken with key regional cultural and government agencies in order to deepen our understanding of the emerging issues for the development of cultural research in the region.

## **The state of the regions**

There are eight English regions in which the cultural research effort is at once widespread and prolific as well as fragmented and unco-ordinated. The two most pressing and shared challenges for all regions are the predominance of under-developed, fragmented data sets and the absence of a co-ordinated and strategic cultural research agenda.

The DCMS has promoted the development of regional cultural observatories and five of the eight regions are working towards establishing them. However, it appears that technical and resource issues have slowed down the anticipated rate of progress.

Cultural research networks are becoming established around the regions although the make-up of their memberships vary. In all cases membership includes the major regional cultural and governmental agencies but in some regions these agencies are also separately constituted.

Regional Cultural Consortia play a key co-ordinating role in the development of regional cultural research. Core staff levels and research budgets are modest making partnership working an essential mode of operation for the consortia. This has had positive and negative consequences. In regions where it has had a history of being closely linked to economic, social and environmental development culture has a high profile and has been able to secure substantial levels of investment.

In regions where culture is still making its regional case the impact of modest levels of both staff and research budgets has arguably made it more difficult for the case for culture to be sufficiently heard.

### **Findings from the East of England**

The audit of extant research relating to culture in the region identified much good work and also many gaps. To fill these gaps just because they exist would be expensive, time consuming and pointless. The best research is based on clear thinking about what exactly one needs to know in order to achieve ones aims.

DCMS has made frequent and justified comment about the range and reliability of the cultural research effort but has said little about what it specifically needs to know from the English regions. It seems that it is up to the regions to decide what specifically each wants to be able to claim for culture in its region.

There is certainly a job to be done in terms of secondary analysis of what already exists (see Option 8) in order to better identify weaknesses in the knowledge base and importantly to help identify which gaps matter most.

### **Infrastructure**

Evidence gained from the consultation event, telephone interviews and desk research suggest that the existing research infrastructure for the sector as a whole is weak.

The East of England region has no cultural research or intelligence network, cultural research officer, dedicated cultural research web sites nor observatory, features that are, in various forms identifiable in at least five of the seven other regions. This is not to say that the East of England does not contain cultural research infrastructures at the sub-sectoral level, for example Screen East is part of the UK Film Council's Research Network.

### **What the region thinks about this situation**

Although, the East of England cultural research community is confident of their sub-sectoral research strengths, they also acknowledge the weaknesses of the sector when taken as a whole. They say that research is 'generally uncoordinated', does not 'join up' and that its specific focus often makes it irrelevant to wider Government agendas.

There is a perception that research often appears to lack important context and that the uses made of the research are both unpredictable and less extensive than they might be. The sheer diversity of the region also

presents difficulties and this is seen as particularly the case when approaching the 'rural experience'.

There are also 'technical' concerns which relate to what types of research are commissioned and to the definitions and methodologies employed. Research often appears to be orientated towards producing short-term studies that lack a longitudinal dimension. There is general concern over the lack of consistent research frameworks and protocols that together meet the demands of national government for robust cultural evidence.

### **What actions the region wants to see to address the situation**

There is impatience in the region to start finding solutions for the 'joining up' of regional cultural research. Most of those involved with or related to cultural research recognise that there is a national audience for 'joined up' regional cultural research and that there is a readiness for action that should be responded to as soon as possible.

Participants in the regional consultation event identified a number of priorities for action. They were:

- Share future cultural research plans with other regional cultural and governmental agencies as a basis for establishing a co-ordinated cultural research agenda
- Find practical solutions to acknowledged weaknesses in the gathering of cultural data at regional and sub-regional levels
- Build a more proactive, informed and connected regional cultural research community
- Establish a 'self-help' capacity for professional development, advice and mentoring by and for cultural researchers in the region
- Improve the availability and visibility of cultural research about the region in the region
- Co-commission research across East of England regional cultural and governmental agencies and with other regions.
- Collect case studies that demonstrate best practice in achieving policy goals through cultural intervention

The specific aims identified for cultural research in the region were to

- Improve understanding of what research is already done
- Improve communications

- Make better and greater use of the research that exists
- Develop the interpretative linkages between research and policy
- Provide leadership and resources to drive co-ordination of research effort
- Raise the visibility of the cultural research community
- Develop, use and implement agreed solutions to achieve robust evidence across the sector

## Options

The report identifies the following options:

### **Option 1. Form a regional cultural research network**

Establish a formal network to bring together parties in the East of England who have an interest in sharing information and knowledge about research that relates to culture and the region. This will provide a framework for organisations in the East of England to co-ordinate and potentially to integrate their efforts and approaches to improving the quality of regional cultural research and data collection.

### **Option 2. Appoint a Regional Cultural Research Officer**

Throughout the consultation it was clear that respondents felt that whilst good ideas are all very well, what is really needed is someone to help fulfil them. Whilst researchers in the cultural sectors recognise the value of collecting and disseminating evidence for culture in a co-ordinated way, their own sector will always remain their main focus.

Other regions have found a significant advantage in having a research officer whose main priority is to aid the process of cutting across the individual cultural sectors to fulfil a wider agenda.

### **Option 3. Produce a co-ordinated plan for research relating to culture in the region**

Each cultural sector agency to publish a 3 year regional research plan linked to their organisation's national research plan as appropriate. The plan should also take account of research initiatives beyond the field of culture in order to take full advantage of opportunities for partnering complementary research efforts in other sectors. The plan needs to link to the Living East Research Action Plan and to the revised Regional Cultural Strategy both of which are currently in development.

#### **Option 4. Develop a cultural observatory**

Develop a website as a gateway to research relating to culture in the East of England.

This is an option which could be delivered at a number of different levels. At its most basic, this option could be as simple as strengthening the cultural listings on the East of England Observatory. At its most sophisticated, this option could entail a stand-alone, database-driven website with a distinct identity, significant editorial content and potentially, a research, commissioning and publishing component.

#### **Option 5. Develop email news bulletin for cultural researchers**

Establish a newsletter which is distributed by email to people who subscribe to a mailing list. The briefing should be targeted at all those involved in cultural research in the East of England. The potential benefits of this option are that it would help to improve communication both to and between those involved in cultural research in the region, it would contribute to professional development and the raising of standards and could highlight significant national projects such as the National Participation Survey

#### **Option 6. Develop a manual for research relating to culture**

One of the main challenges in bringing the cultural sectors together for the purposes of harmonising the regional research effort is that one of definitions and standards.

This option is designed to complement the DCMS Data Evidence Toolkit by compiling a set of everyday standard definitions, data standards and research protocols to provide a common framework for cultural research. The manual would also provide references to sources of support and good practice.

#### **Option 7. Develop a research contact list**

Develop and manage an on-line directory of research specialists who can provide advice on specialist research areas. This community could also provide the basis for developing a system of peer review and potentially a mentoring scheme.

#### **Option 8. Produce Culture in the East of England – a Research Digest**

Based on research identified through the audit – a digest of what is known about the value, volume and distribution of cultural activity in the East of England, including where possible, economic value, levels of participation, centres of excellence, etc.

The publication might be best produced as a bi-annual report to represent culture in the East of England for policymakers and strategists.

## Recommendations

The options above include a range of initiatives some of which are early wins delivering real benefits quickly and inexpensively. Others require greater investment and will take time to achieve as they require a significant level of partnership working. Both kinds are necessary.

The next step is for Living East to consider which initiatives it wishes to prioritise and then to come up with a pragmatic approach to developing them. This is likely to be heavily dependent upon the attitude of potential funding partners.

Whether or not the option for a Cultural Research Officer is adopted makes a huge difference as such an officer could deliver several of the options as part of their daily work.

We recommend the following as a logical way forward.

1. Adopt Option 1 and form a network.
2. Begin consultation with potential funding partners for a post as described in Option 2
3. If a post is achieved make an appointment as soon as possible
4. Produce a co-ordinated cultural research plan for the region as described in Option 3
5. Pursue the quick win options i.e. Option 5 (a regional cultural research bulletin) and Option 7 (a regional cultural research contact list) and put research identified through the audit on the East of England Observatory.
6. Commission a feasibility study for a regional observatory as described in Option 4
7. Give consideration to producing 'Culture in the East of England' as described in Option 8
8. Give consideration to producing the manual as described in Option 6

## Conclusion

Living East has taken a different approach to other regions by giving priority to commissioning key pieces of research rather than by addressing infrastructure and this has given rise to the perception that the East of England is somewhat 'behind the pack' in addressing the cause of regional cultural research. However, the gap may be beneficial to an East

of England region that can benefit from the experience of the 'leading' regions. With the adoption of an intelligent strategy, supported by sufficient resources, it can make rapid progress towards a cost-effective and sustainable strategy for strengthening the case for culture and cultural research in the region.

# 1 Introduction

Living East is the regional cultural consortium for the East of England. The consortium works closely with regional agencies in the cultural sectors of arts, heritage, museums, archives, tourism, libraries, sport and the creative industries.

One of Living East's obligations under its funding agreement with the Department of Culture, Media and Sport is to improve regional cultural research, information and data collection and its dissemination.

To this end it has undertaken to produce an action plan for cultural research in the region. In January 2005, as a first step, it appointed Cultural Intelligence to undertake a situation and options appraisal comprising

- an audit of extant research in the region
- a gap analysis
- an appraisal of options for strengthening cultural research in the region

The work was overseen by a Living East research steering group and supervised by Living East's Strategic Projects Manager.

## 1.1 Outline Methodology

The outline methodology is described here.

### **Literature search**

The starting point for the study was a wide-ranging literature review to establish the national context for research relating to culture in England. Reports and websites that were referenced included papers from the DCMS relating to the national research context, the DCMS research strategy and other strategies and studies produced by regional cultural consortia around the country.

As a member of the national network for regional cultural research, the Living East Strategic Projects Manager was able to put specific questions to participants in the network from other regional cultural consortia.

### **Audit & gap analysis**

A self-completion survey by email was selected as the methodology most likely to obtain a comprehensive response to the audit. This was supplemented by an internet and literature search to identify studies that meet the criteria but were not reported through the survey.

A long list of relevant contacts was produced and circulated to the steering group for comment. Contacts included a broad range of sector non-departmental public bodies, key agencies and organisations and local authority contacts in relevant sectors, known cultural research providers, etc.

These contacts were then sent an email with an introductory letter from Living East and a survey response form. A sample survey form is provided in Appendix 4 of this study. The form explained the purpose and criteria for the audit and provided the opportunity to report up to 5 studies. A further form could be submitted if the respondent wished to report more than 5 studies.

Respondents were also given the opportunity to submit hard copies of their studies in addition to or instead of completing the forms. Where necessary, the researchers sourced reports for further analysis.

A webpage hosted by Cultural Intelligence gave supplementary notes and provided the opportunity to download further response forms. A reminder email was sent to organisations who failed to respond by the initial deadline.

Responses were received from 49 different organisations. Although some of these were to indicate that the organisation had not commissioned or conducted any research that met the audit criteria, several organisations had commissioned a number of studies. Approximately 15% of studies reported or submitted did not meet the criteria and these were excluded from the audit.

As a guideline only sub-regional studies which are exemplary or which may have wider interest were included. Only extra-regional reports offering either a regional break-down or where a substantial proportion of the sample was from the region were included.

A significant number of project and programme evaluations were identified but these were only included where they had a degree of regional significance. A significant level of research exists within local authority cultural strategies but these generally did not meet the criteria in terms of accounting for methodology and were therefore excluded.

The responses were inputted into an MS Access database developed for the purpose. Statistical analysis was conducted using SPSS. statistical analysis software.

## **Telephone consultation**

In order to meet the constraints of the budget and timetable, it was agreed to conduct semi-structured telephone interviews with key people from a range of organisations who have or could play a significant role in the development of cultural research in the region.

Topics discussed included:

- Organisation's approach to research
- Organisation's research strategy
- Purposes and processes for commissioning/using research
- Which research needs are poorly met at present
- Issues arising from cultural sectors working together on research
- Most viable route-maps for developing cultural research in the East of England
- Response to specific initiatives such as a cultural observatory, a regional cultural research network, a cultural research officer
- Who should lead this development

Interviews tended to last around 20 minutes. Notes were taken during the interviews for subsequent analysis.

## **Consultation event**

A half-day consultation event was hosted by Living East. Its purpose was firstly to explore further the current status of cultural research in the East of England and secondly, to talk collectively about what could be done to strengthen cultural research in the region and how this might be achieved. It was also anticipated that the event would begin the process of 'selling-in' the emerging strategy and helping to develop a stronger research community in the region.

Twenty five key players in cultural research were identified through consultation with the Steering Group and invited to attend. Of these twenty accepted the invitation and all twenty actually attended. This was an encouraging indication of the level of support among researchers in the region for working together to improve the intelligence base for culture in the region.

## **1.2 Scope and limitations of this report**

The purpose of this report is to present the study's findings and to propose options and initiatives for strengthening cultural research capacity in the region.

The options identified in the report are based on the work described in 'Methodology' above. It should be noted that whilst best efforts have been

made to ensure that the Audit is as comprehensive as possible, there are likely to be research studies or evidence sets which were not identified at the time of the Audit. Furthermore, as with any list, it risks becoming out of date unless it is actively maintained.

## 2 National context

This section of the report describes the landscape for cultural research in England. It starts with a brief description of Central Government attitudes to culture and concludes with a summary of how the English regions have responded to the call for stronger evidence relating to culture.

Although, the measurement of publicly funded culture in the UK has been of interest to researchers for at least forty years, it has been of comparatively recent interest to national politicians and policy-makers. The current intensity of interest by government in publicly funded culture has grown rapidly over the last fifteen years and has centred on the instrumental role of culture in delivering economic, social and environmental change.

From the late 1980s and into the 1990s the instrumental value of publicly funded culture was to a great extent, expressed through capital projects incorporated into regional regeneration programmes. Such projects were funded from a range of sources but principally via the Treasury, European Structural Funds and the National Lottery. As capital regeneration projects were delivered it became clear that changes to the physical environment were unlikely to be sufficient on their own to deliver and sustain the corresponding economic and social changes anticipated at their outset.

In the last eight years to 2005 regeneration schemes have increasingly included projects that more broadly address how to improve and sustain the quality of life of individuals and communities within safer and more neighbourly neighbourhoods. Cultural projects have been particularly targeted in areas of multiple deprivation and at a range of socially excluded groups. New audiences, new visitors, new participants, access and inclusion are the current touchstones of publicly funded cultural organisations, programmes and projects.

### **Culture and government**

Since 1997, accompanying the increasing interest and investment by Government in culture, there has been a concomitant development in cultural policy at a national level led by the DCMS. A new emphasis on devolution to the English regions has led to the creation of Regional Cultural Consortia and to the establishment of regional offices of national cultural development agencies.

Although, libraries continue to be the only statutory cultural service of local authorities, they have since 1997, been encouraged by national government both to invest in culture and to justify that investment through the development of cultural policies and strategies.

The key local authority document in which cultural policies and strategies resided was the 'Cultural Strategy', now increasingly replaced by its inclusion within the Community Plan. 'Cultural modules' are also located in the Community Plans of Local Strategic Partnerships (LSPs), as well as in economic, housing, regeneration and corporate plans.

It is perhaps inevitable that, with the growing deployment of culture as a component of economic, social and environmental change, and as a barometer of the 'quality of life', there would arise a demand from central government to collect and analyse data about culture. Since 1997 increased demands to 'justify' public expenditure on culture have been placed at the door of the DCMS and its Non-Departmental Public Bodies (NDPBs).<sup>1</sup>

These demands reflect a more general government commitment to continual improvement in public services, best value and evidence-based policy-making. However, the intensity of the demand reflects a belief within government that the 'case for culture' has yet to be successfully evidenced, at least to the satisfaction of the Treasury. This is perhaps why the DCMS has been required to link its budget allocation and performance to the fulfilment of its Public Service Agreement (PSA) targets. In response to its need to meet its PSA targets, the DCMS, has placed on its NDPBs an increased requirement to demonstrate both efficiency and the impact of their expenditure.

### **DCMS Creative Research Network**

The Creative Research Network was established in August 2003 to improve the co-ordination of research and analysis across the DCMS family of NDPBs. It has been agreed that two Regional Cultural Consortia (RCC) representatives, one from the North West Cultural Consortium and one for Culture South West attend the DCMS Creative Research Network.

The objectives of the Network are to

*“improve research planning across the DCMS family, identify areas where joint funding and commissioning of projects is beneficial, work together to discuss and resolve common research issues and share information on key activities across all organisations.”*

North East Regional Cultural Agencies Research Group

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<sup>1</sup> DCMS (2003) *A Research Strategy for DCMS, 2003-2005/06*. Technical Paper No.3: London: Department for Culture, Media and Sport.

## **The Regional Cultural Consortiums Research Group**

The Regional Cultural Consortiums Research Network (RCCRN) was formed in 2004 it provides

*“ an authoritative ‘voice’ on regional cultural sector research... a conduit for feeding into national policy on cultural sector research. It ensures good lines of communication and consistency of information to DCMS and to the NDPB family through the DCMS Creative Research Network and encourages the development of regional-national working protocols for NDPBs”*

### North East Regional Cultural Agencies Research Group

The Network core membership includes RCC officers with responsibility for research intelligence or information together with representatives of other national and regional bodies with an interest in cultural sector research, for example: Regional Assemblies, Regional Development Agencies, Regional Observatories, Regional Higher Education Development Associations and Regional Cultural Agencies.

## **Evidence**

Although, evidence is now routinely generated from within the cultural sector, assertions and conclusions drawn from it have been challenged and the robustness of the evidence subjected to considerable criticism. The view of the DCMS about methodological issues in cultural research could not be clearer. In its own research strategy to 2006 the DCMS recommended systematic reviews of existing research evidence to help with policy formation. However, as Kate Oakley comments,

*‘very few are of sufficient robustness to appear in a systematic review’.*<sup>2</sup>

Looking to the future, there are signs that achieving a balance between the intrinsic and instrumental values of culture may be possible through the contribution that cultural engagement can make to the ‘quality of life’ defined in terms of personal well-being and sustainable development.

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<sup>2</sup> Oakley K (March 2004) *Developing the Evidence base for support of Cultural and Creative activities in South East England: South East England Cultural Consortium (SECC)*

However, there can be no doubt that evidence based policy informed by improved and more robust forms of data collection is the top priority for the DCMS and thus, for all publicly-funded cultural agencies. As the DCMS's own Research Strategy for 2003 – 2006 emphasises, there is a primary need

*“ . . . to increase relevant socio-economic policy research and embed evidence in DCMS's work and thinking at all levels and stages in the policy process so as to ensure that the policies developed have maximum impact on key priorities and delivery targets”.*

### **The DCMS Evidence Toolkit**

The Regional Cultural Data Framework (RCDF) was developed by DCMS and the RCCs and launched as the DCMS Evidence Toolkit (DET) in 2004. It aimed to produce an understanding of the cultural sector in economic terms through the adoption of a 'production/value chain' or 'culture cycle' approach.

The DET has been used and 'road-tested' by a number of regional development agencies and has been found useful in creating standard measures for labour market data, user and audience data, economic performance data and education and training. However, critics have noted weakness in the reliability at 5 digit SIC code level and duplication of 4 digit SIC codes and that data problems exist at sub-regional and local levels. The response from critics is to suggest improved primary research and data collection at regional and sub-regional levels.

## **2.1 Cultural Research around the Regions**

In the eight English regions outside London the cultural research effort is at once widespread and prolific whilst being fragmented and uncoordinated. The two most pressing and shared challenges for all regions are the predominance of under-developed, fragmented data sets and the absence of a co-ordinated and strategic cultural research agenda.

Following a review of their role and performance in 2001-2, Regional Cultural Consortia, in consultation with the DCMS, were tasked to focus on

*'...the development, on a consistent basis and as part of the Department's overall research strategy, regional cultural data and intelligence to assist in the development of national policy.'*

DCMS-RCC Agreement to March 2006

Thus, in the last two to three years RCCs have routinely worked with regional government offices, Regional Development Agencies (RDAs), regional cultural agencies and universities to carry out this brief and thereby address the under-developed, fragmented data sets and the absence of a co-ordinated and strategic cultural research agenda. Predictably, the English regions are adopting a common set of solutions implemented in quite different ways.

### **Cultural intelligence networks**

Cultural intelligence networks exist in most regions although their memberships vary from region to region. In the North West the Cultural Observatory Network meets quarterly with agendas that focus on two or three main projects/issues. It is intended to expand the Network to include other task groups/networks and is therefore likely to meet twice yearly, supported by a virtual network email and e-newsletter, facilitated through the Cultural Observatory website.

In the North East the Regional Cultural Agencies Research Group acts as an information clearing house, identifying and prioritising cross-cultural research, commissioning new research and taking a regional cultural research lead. In the South West there is a Cultural Sector Research Group, convened by Culture South West, that meets quarterly and whose members include; cultural agencies, lottery funders, DCMS at GO-SW and local authorities. The group provides support and guidance to a Cultural Research Officer, plans and commissions work and champions good practice.

In the South East there is a Task Group made up of local authority, South East England Development Agency (SEEDA), and of cultural agency staff who are engaged in research and policy development.

### **Cultural Research Officers**

Cultural research officers are now in place in five of the regions. In the North East the Cultural Research Officer has been employed to produce a bank of benchmark cultural indicators from secondary sources for on-going mapping of cultural performance in the region. There is a second project underway using a primary research composite survey to produce an annual cultural progress report on attendance, participation and attitudes to culture, in all its forms, across the region.

In the North West the Cultural Research Officer, (appointed in February 2004 and jointly funded with ACE, NW), co-ordinates and drives the development of strategic cultural research. Currently, the research strands are; Liverpool model for a longitudinal study into the Liverpool City of

Culture 2008 and Culture Hub and on-line information, research and data sign-posting capacity for and about the cultural sector.

In the South West the Cultural Research Officer is in an initial three year post focused on strengthening cultural sector research in the region. The Officer is responsible for the co-ordination of the 'hub' and clearing house for regional, sub-regional and local cultural sector data. Also in her brief is investigating the need for a discrete culture module within the regional observatory.

<b>The English Regions</b>	<b>Cultural research group</b>	<b>Cultural research officer</b>	<b>Cultural research officer funding</b>	<b>Cultural Observatory</b>	<b>Location</b>	<b>Observatory Funding</b>
North East (NE)	✓	✓	Cultural Consortium & University of Northumbria	Moving towards	University of Northumbria	RDA
North West (NW)	✓	✓	Cultural Consortium & ACE,NW	Setting up	Cultural Consortium	Cultural Consortium, RDA, GO-NW & ACE.NW
Yorkshire (Y)	✓	✓	Seconded Policy Officer from Yorkshire Forward	Setting up	Independent but closely related to RCC	ACE.Y & SE.Y & MLA.Y, Yorkshire Futures (in kind support)
West Midlands (WM)	✓	✓	Research Analyst starts Oct 2005 funded by Sport England, MLA, ACE,WM & Culture West Midlands	Possible and likely to be part of regional observatory		
East England (EE)	None yet	None yet		None yet		See this report

East Midlands(EM)				Feasibility study to report in June 2005		
South East England (SE)	✓	✓	Cultural Observatory Manager with research duties appointed and in post from July 2005. Funded by regional agencies including the RDA	Setting up – major focus on good practice website to launch summer 2005	Hosted at SEEDA	Content Manager originally paid for by SEMLAC to be replaced in July 05 by a Cultural Observatory Manager funded by regional agencies including the RDA
South West England (SW)	✓	✓	3 year post funded by regional cultural agencies	Moving towards	Regional Observatory	Regional cultural agencies

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## **Cultural observatories**

Regional research observatories, in a range of policy areas, are becoming the desired mechanism for addressing research and data capture needs. Whilst there is no one generally recognised definition of cultural observatories, they are all concerned with the monitoring of cultural policy and culture-related information. Some in existence are exclusively concerned with data gathering and storing, while others operate by fostering partnerships and dialogue between like-minded organisations. An observatory function for the cultural sector in the regions remains a priority for the DCMS.

The North West region has established a cultural observatory to provide a strategic focus for cultural intelligence in the region, promote best practice in cultural research and data collection and combine and extend current strategic projects, services and facilities. Its main clients are; policy makers, cultural agencies and the intelligence and research communities e.g. GO-NW, DCMS, North West Regional Development Agency (NWRDA) and local authorities.

In the South West region the Cultural Research Officer is exploring the development of a cultural observatory or a cultural module within the regional observatory.

Yorkshire is in the process of setting up a cultural observatory independent of but closely related to, the RCC, and will use the Yorkshire Futures site to hold data. The project has been 'slimmed down' and aims to be financially self-sustaining in two years. Its launch date is now likely to be no earlier than October 2005

The South East Cultural Observatory, a best practice web-site, is due to launch in summer 2005, and will be developed as the collective name for a range of tools designed to support the contribution culture can make to regional policy priorities, including economic development, regeneration, health promotion, life long learning, social inclusion and spatial planning. It will also include web based guides on policy development, case studies illustrating innovative practice, research and evaluation frameworks, seminars, workshops and networking events.

Work towards a North East England Cultural Observatory (NEECO) is underway and due to be launched before the end of 2008. Operating in conjunction with, but independently of, the North East Regional Information Partnership (NERIP), this dedicated resource will be tasked with housing information, sign-posting, data collection and the commissioning of research and strategic analysis.

## 3 East of England context

This section of the report describes the state of cultural research in the East of England at the time of writing. The findings are based on the full range of methodologies used during the study.

The section begins with some comments about the scope of the current research relating to culture in the East of England. This is followed by a review of the strengths and weaknesses of the infrastructure for cultural research in the region and the discussion of the key issues facing the region.

### The current knowledge-base

The study began with an audit of extant research relating to culture in the East of England. In order to provide a degree of future proofing, the audit also included research which had not yet been completed but was underway, or for which firm plans existed.

It was agreed that research meeting the following criteria would be included:

- relates to sport, arts, tourism, heritage, archives, museums, or libraries
- completed or substantially updated since 2000, or for which firm plans exist for the near future (i.e. budget secured!)
- can be made available to appropriate researchers, research users or agencies
- offers data at regional or sub-regional level (county or unitary local authority)
- includes a summary of methodological approach

### Primary cultural sub-sector

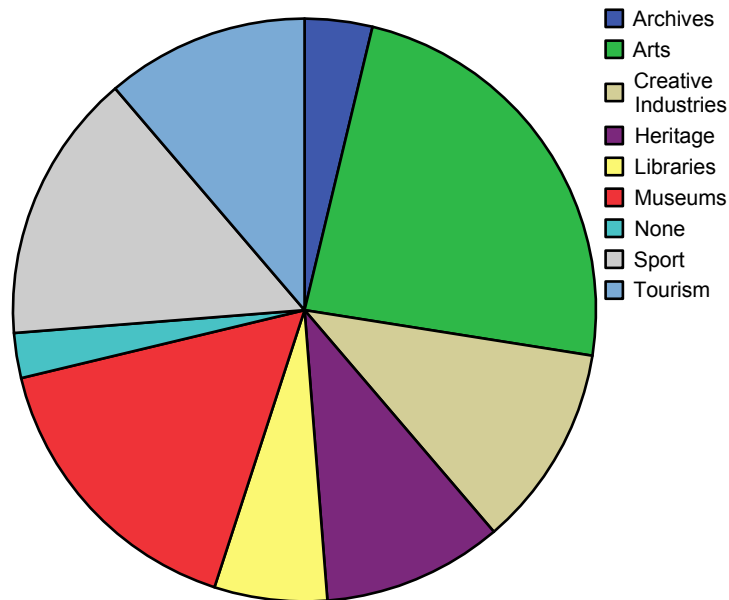
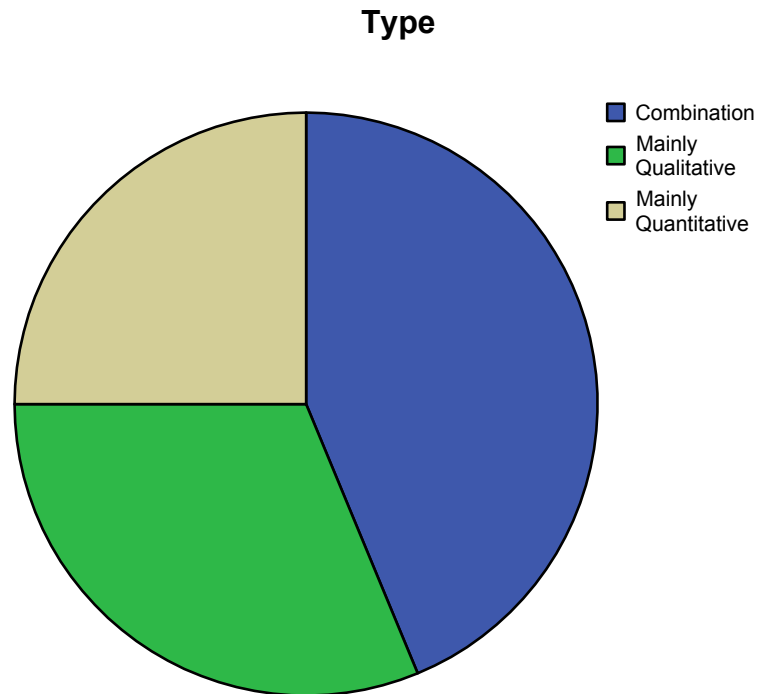


Figure 1 Distribution of studies by cultural sector

A total of 80 studies were identified. Whilst *Archives* had the least number of reports (3) and *Arts* (19) the most, these were relatively widely distributed among the cultural sub-sectors. See Figure 1.

For the most part, studies focused on one main cultural sector such as tourism or sport but several merged one or more sectors to include for instance museums and archives. Sometimes it was impossible to classify a study by cultural sector and these were classified as 'none'.



Studies using qualitative or a combination of qualitative and quantitative methodologies predominate although the imbalance between quantitative and quantitative is not extreme.

It may be noted that some of the larger scale studies tend to be quantitative so this may help balance the two.

Figure 2 Mix of methodologies

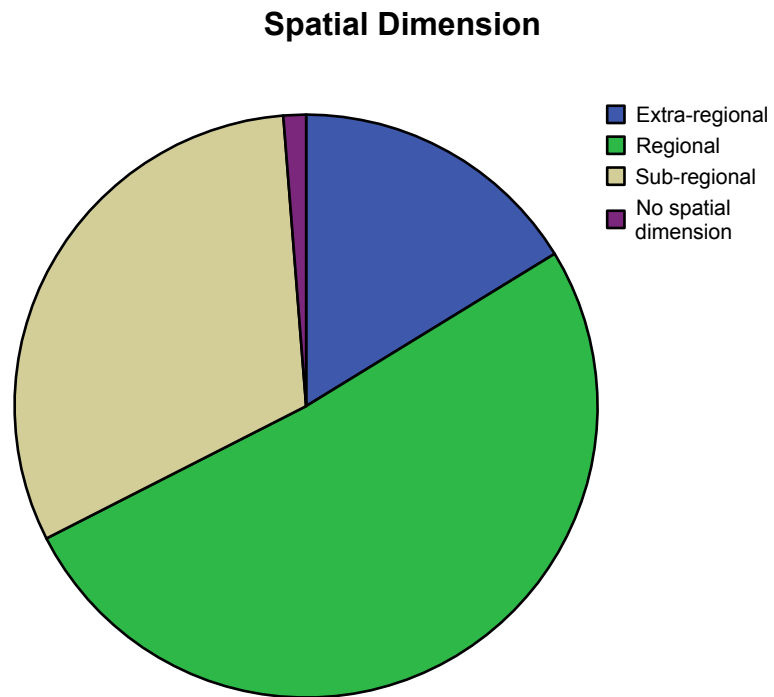


Figure 3 Spatial coverage of studies

As the audit sought to identify primarily regional studies it is no surprise that these predominate in the findings. Sub-regional studies were included where they had something exemplary to offer the knowledge-base for culture in the region.

It was disappointing not to be able to identify more extra-regional studies which facilitate the disaggregation of regional figures and findings.

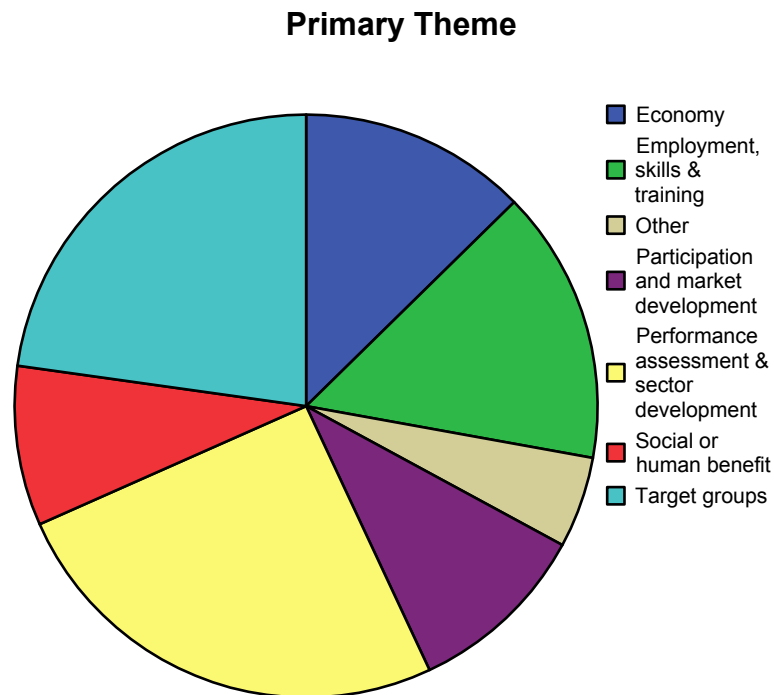


Figure 4 Studies classified by primary theme

It had been hoped that it would be possible to classify reports by cross-cutting agenda e.g. young people, health,

community safety, social exclusion, etc. However, very few of these reports had such themes as their main focus.

The reports were therefore classified by primary theme as follows

**Economy** – those that dealt chiefly with economic impact or other economic issues

**Employment, skills and training** – those reports that considered labour force issues such as skills gaps and training needs.

**Participation and market development** – included reports dealing with levels of participation, in promoting participation or developing markets.

**Performance assessment and sector development** – were reports that sought to measure performance in a sector or to develop performance in a sector (including sector development strategies)

**Social or human benefit** – were reports that focused on the individual or social impact of an activity, organisation or sector.

**Target Groups** – those reports that addressed specific target user groups such as young people or people with physical disabilities.

	Creation	Making	Archiving/ Preservation/ Dissemination	Exhibition/ reception	Education/ understanding	None
<b>Audio-visual</b>	6	0	1	0	0	1
<b>Books and press</b>	0	0	3	0	0	0
<b>Heritage</b>	0	0	21	2	1	0
<b>Performance</b>	3	6	2	0	0	2
<b>Sport</b>	0	8	1	3	0	0
<b>Tourism</b>	0	0	5	4	0	0
<b>Visual Art</b>	0	0	0	1	1	0
<b>None</b>	5	0	0	0	0	4

Figure 5 DET domain & cultural cycle

The DCMS Data Evidence Toolkit was used as a framework against which to analyse the studies that were identified.

The framework uses two principal dimensions to describe evidence relating to culture. The first is the cultural sub-

sector. These sometimes differ from those in everyday usage. For instance, from the point of view of the DET, music sits within audio-visual rather than within performing arts.

The other dimension in the DET is based on the production cycle which runs from 'Creation' to 'Education and understanding'. Further details can be found in the *DCMS Evidence Toolkit Technical Report*, DCMS, 2004.

Studies relating to 'Archiving/Preservation' and 'Dissemination' predominate. This is because virtually all reports relating to Heritage, Museums and Libraries are classified as such. Tourism also contributes to the predominance of this class.

There are perhaps surprisingly few studies which can be classified as being at the 'education/understanding' end of the cycle. Many of the organisations targeted have education and lifelong-learning programmes which would fit this category but whilst research exists on this subject it appears to be at a local level.

It was not possible to identify any of the studies that explicitly used the DET in their methodology.

As already noted there is much good research taking place in the East of England with regional cultural agencies, Living East, East of England Development Agency (EEDA) and GO-East working in partnership.

Living East plays the regional co-ordinating role for culture and cultural research working in partnership with regional bodies. It has co-commissioned a number of regional research projects about culture and the creative industries for example *Realising the value of culture in the East of England* in December 2004. It has also commissioned research with EEDA, the East of England Tourist Board, English Heritage and the East of England Museums, Libraries and Archives Council, Screen East and Arts Council England, East. This research focuses on the development of two skills matrices, one for creative and cultural industries<sup>3</sup> and the other for tourism, leisure and heritage<sup>4</sup>. In 2005-6 Living East, along with its partners, will undertake a review of the cultural strategy for which it is responsible.

Living East shapes the cultural content of important regional strategies and plans such as the Regional Economic Strategy (RES) and the spatial strategy now published under the draft title *The East of England Plan*. Additionally it responds to national and sub-regional strategies and reports such as the Thames Gateway South Essex Green Grid Strategy and the DCMS's report *Culture at the Heart of Regeneration*<sup>5</sup>. It also works in partnership with other regions and has recently focused on producing *Living Spaces*, a new guide to how culture should be at the heart of plans for the new growth area of Milton Keynes.

Living East is working towards a cultural research action plan for the East of England and has commissioned Cultural Intelligence Ltd to produce a report that provides options analysis of how this work could be carried forward. Living East has brought together a steering group to oversee this work, comprising representatives from Living East, regional agencies and a local authority.

Universities in the region have played only a minor role in data gathering for cultural research and interpretation. Cultural researchers have commented that they find Universities difficult to engage. However, all ten universities in the East of England have united in the i10 group to provide

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<sup>3</sup> Living East/EEDA (2003) *East of England Creative and Cultural Skills Matrix*

<sup>4</sup> Career Concepts Limited (2004) *East of England Skills Audit for tourism, leisure and heritage* for EEDA/Living East

<sup>5</sup> Department of Culture Media and Sport (2004) *Culture at the Heart of Regeneration*

a more effective interface with the public and private sectors and this is cause for optimism.

## **Gaps**

The audit of extant research relating to culture in the region identified much good work and also numerous gaps. To fill these gaps just because they exist would be expensive, time consuming and pointless. The best research is based on clear thinking about what exactly one needs to know in order to achieve one's objectives.

DCMS has made frequent and justified comment about the range and reliability of the cultural research effort but has said little about what it specifically needs to know from the English regions. It seems that it is up to each region to decide what specifically it wants to be able to claim for culture in its region.

Option 3 recommends the production of a co-ordinated research action plan for the region. This will help identify priorities for further research.

The revised Regional Cultural Strategy will provide a useful starting point as the research plan should take account of the need to monitor progress against aims outlined in this plan. It should also reference Living East's funding agreement with DCMS.

There is certainly a job to be done in terms of secondary analysis of what already exists (see Option 8) in order to better identify weaknesses in the knowledge base and importantly to help identify which gaps matter most.

## **Infrastructure**

Participants at the consultation day worked in groups to produce a SWOT analysis of the position of cultural research in the region. These have been synthesised to produce the chart in Figure 6 which gives a comprehensive account of the collective view of the cultural sectors.

Evidence from the consultation event, telephone interviews and desk research suggests that the existing research infrastructure for the sector as a whole is weak. This is not to say that the East of England does not contain cultural research infrastructures at the sub-sectoral level. For example, Screen East is part of the UK Film Council's Research Network which was established in 2004 and provides for a quarterly sharing of on-going research and research plans. Living East co-ordinates the Cultural Sector Skills and Learning Group, which is a forum for networking and debating skills issues in the sector.

Views from participants attending the regional cultural research event and those of interviewees from regional cultural agencies suggest that the

strengthening of cultural research in the East of England region faces similar challenges to those being faced in other English regions. Cultural researchers, policy officers and chief executives of regional cultural agencies and organisations acknowledge that the sheer breadth of the DCMS's definition of culture does not always make it easy to see the relevance of research generated from within cultural sub-sectors to the sector as a whole.

There is evidence that sound and detailed research relating directly to the needs of cultural sub-sectors has been and continues to be generated.

## SWOT

### Strengths

There is some good research already in place  
Research is sector specific and detailed  
Universities and educational institutions in the region are united and interested  
People in sector want to solve these problems – today!  
Increasing importance given to culture by the EU  
Rich and diverse cultural sector in the region  
Huge range of free data  
Cultural regeneration work in Gt. Yarmouth and in Southend

### Weaknesses

Research is generally unco-ordinated and does not 'join up'  
The specificity of research often makes it irrelevant to Government policies  
The uses made of the research are unpredictable  
Existing research not exploited to the full  
Research often appears to lack important context  
Research often appears to be a snapshot and to lack any follow up  
Definitions used in the research are not always consistent with other research  
Lack of regional research addressing cross-cutting agendas  
Not enough information about what research is out there  
Lack of objective measures  
What is measured is not always what is important  
East of England is predominantly rural whilst dominant methodologies are metropolitan  
Knowledge of whole cultural research picture weak amongst cultural sub-sectors  
Definition of sector unclear  
Poor access to data and research  
Lack of communication – there isn't a network at present  
Lack of regional infrastructure

<p><b>Opportunities</b></p> <p>Government interest in regional research (DCMS, ODPM, DE&amp;S, Dept of Health)</p> <p>Join up research effort in order to reduce costs and make research budgets go further</p> <p>Growth areas</p> <p>Sub-sectors to become less insular</p> <p>Research helps develop policy and lead change</p> <p>To work with other regions</p> <p>Not all research needs money</p> <p>Learning from other sectors</p> <p>Develop better definitions</p> <p>Possibility of better funding for research</p> <p>Building credibility of culture's role in economic development</p> <p>Build growth in the sector – e.g. employment growth</p> <p>Creativity rather than culture a wider term</p> <p>Articulate shared cultural values</p> <p>Role in regeneration</p> <p>Private sector/strong economy</p> <p>Growth in the region and regeneration</p>	<p><b>Threats</b></p> <p>Change of Government – rapid change of political ideas</p> <p>Restructuring of Government departments (demise of DCMS and/or ODPM)</p> <p>Not using the research (including this mapping exercise)</p> <p>Lack of financial resources to undertake research</p> <p>Lack of objectivity producing research with a questionable value</p> <p>Avoiding what is difficult to measure</p> <p>Politically driven</p> <p>Competition for research funds – chasing money</p> <p>Opportunistic research environment – concentrating on the short-term</p> <p>Government unconvinced about veracity of evidence about culture – puts it down the food chain</p> <p>Government's interest primarily in economic development</p> <p>Regional variations are very great</p> <p>Low level of regional recognition – culture doesn't have a profile regionally</p> <p>No regional centre</p>
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Figure 6 Strengths, weaknesses, opportunities, threats for cultural research in the East of England

Although members of the East of England cultural research community are confident of their sub-sectoral research strengths they also acknowledge the weaknesses of the sector when taken as a whole. They said that research is generally unco-ordinated and that its specific focus often makes it irrelevant to wider Government agendas.

There are also 'technical' concerns which relate to what types of research are commissioned and the definitions and methodologies employed. Research often appears to be orientated towards producing ad-hoc short-term studies that lack a longitudinal dimension and there is general concern at the lack of consistent research frameworks and protocols that together meet the demands of national government for robust cultural evidence.

There is impatience in the region to get on with the job of 'joining up' regional cultural research. Most of those involved with, or related to, cultural research recognise that there is a national audience for 'joined up' regional cultural research including; the DCMS, Office of the Deputy Prime Minister (ODPM), Department of Education and Skills (DE&S) and the Department of Health.

There is also a recognition that a co-ordinated and in some cases integrated, research effort is likely to be more strategic and cost-effective. In order to 'move culture up the political food chain' there is support for a regional champion for culture and cultural research, and for a regional cultural centre to announce its arrival as a serious area for development alongside the economic, social and environmental domains.

Those attending the consultation event produced a 'bank' of actions that could be taken to strengthen cultural research in the region. Both the range of the ideas and the enthusiasm of those who suggested them speaks of a 'readiness for action' that should be responded to as soon as possible.

The specific aims identified for cultural research in the region were to

- Improve understanding of what research is taking place
- Make better and greater use of the research that exists
- Develop the interpretative linkages between research and policy
- Provide leadership and resources to drive co-ordination of research efforts
- Raise the visibility of the cultural research community

- Develop and implement agreed solutions to achieve robust evidence across the sector

There is optimism in the future of the region's publicly funded cultural sector which derives from the general pace of growth. It also derives from the degree to which culture and creativity are increasingly placed adjacent to one another as drivers of both economic and social change and as being intimately involved in a better 'quality of life' for all.

## 4 Defining the challenge

There are compelling reasons why the East of England should take the strengthening of regional cultural research seriously. In economic terms the cultural and creative industries are a significant growth sector with the added advantage of contributing positively to sustainable communities and a better environment. The cultural and creative industries sector links to the wider knowledge economy and to the service sector and importantly is a successful, if comparatively 'hidden' asset of the region.

The role that culture can play in transforming people and places and the relationship between the two is now firmly established with cultural projects embedded in major regeneration projects, iconic landmark schemes and more intimate community and neighbourhood development programmes.

A major challenge for cultural research and for cultural researchers in the East of England is to recognise that the relatively recent adoption of culture as a unified entity by central government demands a similar 'joining up' of the sector at regional level, not least because the flow of financial benefits from central government to the region is more likely if this is achieved.

As in all English regions, an initial review of cultural research in the East of England has revealed a fragmented landscape with a weak infrastructure to support it. There is openness to the idea of collaboration but a lack of shared definitions and common standards inhibit progress and dissipate energy.

Unco-ordinated research agendas have led to gaps in the regional knowledge-base and, in some cases, a duplication of effort. At the same time some national cultural agencies have centralised their research effort which may work against the development of regional research and the region's research capacity.

There is nothing intrinsically wrong with this fragmented state. However it constitutes a weak structure with which to provide comparative evidence of cultural-sub sector performance against a wide range of government cross-cutting targets.

The good news for the cause of culture and cultural research in the region is that there is a strong nucleus of people working as cultural researchers, policy officers and chief executives who are ready and impatient to 'join up' the cultural sub-sectors and to drive forward the cause of culture and cultural research.

The three main challenges they face are:

- To achieve a more strategic approach to the planning of cultural research in the region
- To increase the quality and consistency of research relating to culture in the region
- To improve access and promote better exploitation of existing regional cultural research

The following section of the report describes a range of options which seek to address these three challenges.

## 5 Options and recommendations

This section of the report describes the recommended options for development.

Most options are flexible. Any one can be taken forward at a range of different levels and costs. Where possible, a minimum and maximum scenario and costing is provided.

A summary of the options is provided in Figure 7

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### **Option 1 Form a regional cultural research network**

Establish a formal network to bring together parties in the East of England who have an interest in sharing information and knowledge about research that relates to culture and the region.

This will provide a framework for organisations in the East of England to co-ordinate and potentially integrate their efforts and approaches to improving the quality of regional cultural research and data collection.

#### **Potential benefits of this option**

- Provides energetic leadership for what is currently a somewhat isolated and fragmented constituency
- Provides the opportunity to develop a shared vision for cultural research in the region
- Provides an opportunity better to embed cultural research planning within regional agencies and organisations
- This need not be an expensive option. It can develop as far as the partners find useful
- It offers the opportunity to form a number of sub-groups to address time-limited or on-going tasks. For example; management of a Cultural Research Officer, improving technical and quality standards and enhancing dissemination and communication
- Achievable within a reasonably short time-frame. The foundation already exists in the Living East Steering Group and potentially in those that attended the consultation event

### **Potential risks of this option**

- The potential agenda for the network is substantial. Addressing such an agenda may fall on to the shoulders of ‘activists’ who cannot sustain the level of commitment required or who may relocate out of the region
- The process of action planning may prove dispiriting if resources for implementation cannot be identified. This may lead to a failure of expectation and to disillusionment and disengagement from the network and the agenda
- The relationship between the network and agencies of regional government needs to be clearly spelt out if mutual expectations are to be understood and met

### **Views from the East and other regions**

In the majority of regions cultural research or intelligence networks are firmly established as part of the regional cultural research ecology. Evidence suggests that they are most effective when supported by paid staff and an operational budget.

Views from the consultation day and from individual interviews suggest that this option is popular within the region. There are a number of energetic, knowledgeable and experienced individuals who are likely to give some time to help establish the network, produce an action plan and lead the first few years of the network’s development.

### **Resource requirements and possible sources of funding**

In the first instance the network could be facilitated by Living East’s Strategic Projects Manager. Living East has indicated that a basic level of facilitation could be offered.

Other costs should not extend far beyond room hire, refreshments and administration relating to organising meetings. These relate directly to the size of the network. Costs of activities should be contained within project budgets with independent funding.

The consultation with sector agencies suggested that an annual subscription to the network would be acceptable. The level will depend upon the real benefits that it is able to offer.

Administration by Living East as support in kind. Room hire and refreshments for 4 meetings of 20 people - £600 - £800 p.a.

Additional options could include a budget for visiting speakers. From £800 per year.

Start-up funding for a time-limited period might be provided by Living East with the expectation that regional cultural agencies will play their part.

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## **Option 2 Appoint a Regional Cultural Research Officer**

Throughout the consultation it was clear that respondents felt that whilst good ideas are all very well, what is really needed is someone to help fulfil them. Dependence on current Living East staff or the willingness of cultural research activists in the region is clearly only viable in the short term.

The business of seeking to represent the cultural sectors as one unified sector for the purposes of research is relatively new. Whilst researchers in the cultural sectors recognise the value of collecting and disseminating evidence for culture in a co-ordinated way, their own sector will always remain their main focus.

Other regions have found significant advantage in having a research officer whose main priority is to aid the process of cutting across the individual cultural sectors to fulfil a wider agenda.

A Cultural Research Officer could be managed by Living East or one of the cultural agencies and work to a Steering Group drawn from the network.

Their responsibilities might include:

- Managing the network
- Managing and/or fulfilling regional cultural research projects
- Drafting the regional cultural research plan
- Editing the research cultural research bulletin and the Observatory

### **Potential benefits of this option**

- The Cultural Research Officer is the option most likely to move the regional cultural research agenda forward quickly
- The Officer can fulfil a number of the other options as a part of their normal duties

- The Officer could take responsibility for raising funds for significant regional cultural research projects

### **Potential risks of this option**

- There is so much that the Research Officer could do that there is a danger of stretching their efforts too thinly
- There is a need to ensure they provide real value
- It could be difficult to find the right person in today's recruitment climate

### **Views from the East and other regions**

Five other regions have appointed Cultural Research Officers. The idea was popular with people attending the consultation day and welcomed by regional cultural agencies in this region. However, the agencies said they would prioritise the strengthening of their own research personnel over funding this post.

### **Resource requirements**

It is most likely that a Cultural Research Officer could be resourced as a three year fixed term appointment. They could be hosted by one of the cultural sector organisations but might best be hosted and managed by Living East at the Government Offices in Cambridge.

A three year appointment is likely to cost in the region of £100,000 to £120,000.

The Regional Analyst at GO East is currently seeking to strengthen the regional intelligence resource at GO East. This option could be very complementary in this respect.

Reflecting practice in other regions, resourcing this post will require partnership funding. Partners could include Living East, EEDA, GO-East and the regional cultural agencies.

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### **Option 3 Produce a co-ordinated plan for research relating to culture in the region**

Encourage each sector agency to publish a 3 year regional research plan linked to their organisation's national research plan as appropriate. These could be reviewed by a working party of the network with a view to rationalising crossover and encouraging harmonisation.

The plan should also take account of research initiatives beyond the field of culture in order to take full advantage of opportunities for partnering complementary research efforts in other sectors.

The plan needs to link to the Living East Research Action Plan and the revised Regional Cultural Strategy both of which are currently in development.

### **Potential benefits of this option**

- A research plan is the most efficient way to ensure effective planning and harmonisation of research across the cultural sectors.
- A plan is key to securing appropriate resources and deploying them in the most efficient manner
- A plan is key to demonstrating a shared vision of how cultural intelligence in the region will develop
- The plan can provide a context for measuring progress against the revised Regional Cultural Strategy
- This is a relatively inexpensive option

### **Potential risks of this option**

- The effort to harmonise research efforts across the cultural sector may prove frustrating
- To produce a cultural research strategy for the region entails the co-operation of all cultural sectors and would be correspondingly weakened if one sector was unable to provide a research plan

### **Views from the East and other regions**

Several regions have sought to develop some kind of research plan though not necessarily following the model described above. There was widespread acknowledgement in the region that greater co-ordination would be desirable.

### **Resource requirements**

It would be possible to achieve this option by forming a small working group of the network or by appointing a freelance consultant to draft the plan.

Much depends upon the ability of sector agencies to produce a regional plan. Once all cultural sector plans are published the matter of collation is likely to cost £4000- £5000. If significant original work were required the cost would be correspondingly higher.

A further option would be to hold an event to launch the plan. This would provide a useful opportunity to signal that the East of England is serious about the economic, social and environmental benefits of culture. Estimated cost for launch event with 60 in attendance £900 - £1200.

The most obvious source of funding for such an initiative would be EEDA, GO-East and Living East.

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#### **Option 4 Develop a cultural observatory**

Develop a website as a gateway to research relating to culture in the East of England.

This is an option which could be delivered at a number of different levels.

It would make sense to build upon the work done by EEDA's East of England Observatory. However this would depend upon EEDA's ability to accommodate a number of editorial and categorical / functional issues which may be difficult to achieve within the technical architecture and editorial policy of the existing site.

At its most basic, this option could be as simple as strengthening the cultural listings on the East of England Observatory. It is notable that a significant majority of the studies identified through the audit are not listed on the East of England Observatory.

A further step could be to commission some secondary presentation of the cultural content on the East of England Observatory and to promote its use through an active campaign.

At its most sophisticated, this option could entail a stand-alone database-driven website with a distinct identity and significant editorial content and potentially, a research commissioning and publishing component.

There is little doubt that a regional observatory would contribute to the dissemination of regional cultural research. However, it should be noted that this is a 'pull' initiative i.e. people have to come looking for it rather than a 'push' initiative where the message is taken to the audience.

Detailed work is required precisely to define the potential users of such a site and what their requirements are. This suggests that a feasibility study

would be needed. Such a study would help identify which model is most appropriate and viable.

### **Potential benefits of this option**

- The investment required by regional stakeholders drives forward their understanding of the importance of culture in the development of the region.
- Raised proactive capacity to drive forward research relating to culture in the region is likely to lead to a greater possibility of higher levels of external funding for the purpose.
- The enhancement of the region's cultural identity and increased opportunities for its advocacy to a wide range of audiences.

### **Potential risks of this option**

- There is a danger of spending significant resources on a stand-alone cultural observatory which is underused
- A medium to long-term time-frame required to establish either a stand-alone cultural observatory or cultural module within a regional observatory. (Examples from other regions suggests between one to three years).
- The lack of any history of debate about the need for, and function of, a cultural observatory or cultural module within the regional observatory.

### **Views from the East and other regions**

The North West has established a Cultural Observatory. It began the process in 2003 and is likely to benefit from Liverpool's selection as a City of Culture.

In the South West the Cultural Research Officer is investigating the cultural module based in the regional observatory where she is currently based. Yorkshire has been developing a stand-alone cultural observatory for the last two years to be hosted via a web-base at the regional observatory. The South East and North East are likely to establish regional observatories whilst the East Midlands has not made a decision as yet.

Within the East of England there was general enthusiasm for improved dissemination of work that is already in existence. An observatory was a generally popular solution.

## **Resource requirements**

A feasibility study will cost in the region of £8,000 to £10,000.

The development of a basic observatory could cost £5000 with annual costs of £6000. A more sophisticated site could cost £15,000 to set up with annual running costs of up to £18,000.

Soundings have also been taken over the possibility of developing the existing cultural element of the East of England Observatory. This may offer a more financially viable option.

Funding could come from sources such as Living East, GO-East and EEDA.

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## **Option 5 Develop email news bulletin for cultural researchers**

Establish a newsletter which is distributed by email to people who subscribe to a mailing list. The briefing should be targeted at all those involved in cultural research in the East of England.

### **Potential benefits of this option**

- Helps to improve communication to and between those involved in cultural research in the region
- Provides a forum for debate and engagement
- Contributes to professional development and raising standards
- Aids dissemination of research and good practice
- Can highlight significant national projects such as the National Participation Survey
- A relatively inexpensive option

### **Potential risks of this option**

- Requires editorial contribution from people who are already hard pressed
- Inappropriate editorial approach can turn people off and it won't be read if its not useful

## **Views from the East and other regions**

A number of other regions have developed a cultural research newsletter of some kind. The idea of this option was not widely floated during the consultation though the need for improved communication was widely acknowledged.

## **Resources**

It is possible that this could be delivered by an officer from Living East or one of the cultural sector agencies in the short term. However this may not be sustainable in the long term. If a Regional Cultural Research Officer is appointed this would sit well within their brief. Alternatively a freelancer could be commissioned to produce it. This would cost approximately £6000 per annum.

This may be funded by Living East and the regional cultural agencies or possibly by sponsorship from research software producers such as SNAP survey software.

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## **Option 6 Develop a manual for research relating to culture**

One of the main challenges in bringing the cultural sectors together for the purposes of harmonising the regional research effort is that of definitions and standards.

This option is designed to complement the DCMS Data Evidence Toolkit by compiling a set of everyday standard definitions, data standards and research protocols to provide a common framework for cultural research. The manual would also provide references to sources of support and good practice.

### **Potential benefits of this option**

- The manual is a pragmatic way to address the confusion over definitions and protocols
- It will contribute to improving quality and comparability
- It will support researchers from outside the cultural sector who are undertaking work on behalf of the sector
- It could be developed as a regional pilot for subsequent national roll-out

### **Potential risks of this option**

- Could become a huge undertaking.
- Could be time consuming
- The manual is only the first step. The real challenge is in encouraging its widespread use
- There may be a tension between regional and national priorities

### **Views from the East and other regions**

Other regions do not appear to have followed this option. It is an idea that emerged during the consultation event from more than one group working independently.

### **Resources**

Such a project could be progressed by a freelance researcher(s) working to a reference group of experienced researchers from the cultural sectors.

Might best be published in the form of a downloadable pdf so that it can be updated easily.

Researcher's fee £10,000-12,000.

This is a project which could achieve support from DCMS, the other regional cultural consortia, grant-making trusts and through corporate sponsorship.

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### **Option 7 Develop a research contact list**

Develop and manage an on-line directory of research specialists who can provide advice or experience in specialist research areas, or at least point enquirers in the direction of help.

This community could also provide the basis for developing a system of peer review and, potentially, a mentoring scheme.

The database would need systematic management as people change jobs so often. However, an annual "clean-up" by email should suffice.

### **Potential benefits of this option**

- Breaks down the barriers between individual cultural sectors and aids collaborative working
- Facilitates networking
- Contributes to raising standards
- Could be part of a cultural observatory
- A basis for this list exists in the contacts list developed as part of the survey

### **Potential risks of this option**

- Data protection and confidentiality issues would need to be resolved
- Most likely to be used in the context of other collaborative and network initiatives so not viable as an isolated initiative
- Would become out of date if not used and maintained

### **Views from the East and other regions**

Again, we have found no evidence of this option in other regions. However it was a popular idea with participants at the consultation event.

### **Resources**

An online searchable facility will require a website which may be hosted by an existing resource. If not it could cost £1500-2000 to produce and around £500 per year to maintain.

This could be resourced by Living East.

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## **Option 8 Produce Culture in the East of England – a Research Digest**

Based on research identified through the audit – a digest of what is known about the value volume and distribution of cultural activity in the East of England. Including where possible, economic value, levels of participation, centres of excellence, etc.

The publication might best be produced as a bi-annual report to represent culture in the East of England for policymakers and strategists.

### **Potential benefits of this option**

- Begins the process of providing robust evidence of the value of culture as a collective force
- Provides an opportunity to develop common definitions across the cultural sectors (see Option 6)
- Could be very useful to regional strategists and planners
- Provides a useful benchmark for other regional cultural research
- Could aid measurement of progress of the revised regional cultural strategy
- Could be the first comprehensive representation of culture's contribution to fulfilling cross-cutting agendas

### **Potential risks of this option**

- Could be a white elephant if not part of a carefully considered communications strategy
- This could also be re-purposed as a state of the region report.

### **Views from the East and other regions**

Several regions have decided to undertake some overview type research as a way of adding value to and better disseminating work already in place and as a means of identifying strengths and weaknesses in their knowledgebase.

This option was initiated by several groups at the consultation event and was generally popular.

### **Resouces**

Clear thinking is needed in order to draft a really well focused brief for this work as it could be varied. Fulfilment will require a budget for commissioning a researcher, say £12,000 to £15,000. Design and print would cost in the region of £4000 to £5000, (although this could be reduced if an on-line version were appropriate, (depends upon communication plan).

This would most appropriately be achieved through partnership funding from Living East, GO East and EEDA, with support from the regional cultural agencies.

Option	Strengthen infrastructure	Support standardisation	Raise standards	Improve value	Improve dissemination & communication	Fill knowledge gaps	Estimated cost
Option 1 Form a regional Cultural Research Network	✓	✓	✓				£800-£1,600 p.a.
Option 2 Appoint a Regional Cultural Research Officer	✓	✓	✓				£100,000 to £120,000 for 3yrs
Option 3 Produce a co-ordinated plan for research relating to culture in the region		✓		✓		✓	£4,900 to £6,200
Option 4 Develop a cultural observatory			✓		✓		Feasibility £8,000 to £10,000 Set-up £5,000 to £15,000 £6,000 to £18,000 p.a.
Option 5 Develop an email News Bulletin for cultural research in the region			✓		✓		Up to £6,000 p.a.
Option 6 Produce a manual for research relating to culture in the region	✓	✓	✓				£10,000 to £12,000
Option 7 Develop a Regional Cultural Research Contact List	✓		✓		✓		£1,500 to £2000 set-up £500 p.a.
Option 8 Produce 'Culture in the East of England' a research digest		✓	✓		✓	✓	£16,000 to £20,000

Figure 7 Table of options

## 5.1 Recommendations

The options above include a range of initiatives, some of which are early wins delivering real benefits quickly and inexpensively. Others require greater investment and will take time to achieve as they require a significant level of partnership working. Both kinds are necessary.

The next step is for Living East to consider which initiatives it wishes to prioritise and then to come up with a pragmatic approach to developing them. This is likely to be heavily dependent upon the attitude of potential funding partners.

Whether or not the option for a Cultural Research Officer is adopted makes a huge difference, as they can deliver several of the minor options as part of their daily work.

We recommend the following as a logical way forward.

1. Adopt Option 1 and form a network.
2. Begin consultation with potential funding partners for a post as described in Option 2
3. If a post is achieved, make an appointment as soon as possible
4. Produce a co-ordinated cultural research plan for the region as described in Option 3
5. Pursue the quick win options i.e. Option 5 (a regional cultural research bulletin) and Option 7 (a regional cultural research contact list) and put research identified through the audit on the East of England Observatory.
6. Commission a feasibility study for a regional observatory as described in Option 4
7. Pursue the quick win options i.e. Option 5 a regional cultural research bulletin and Option 7 a regional cultural research contact list and put research identified through the audit on the East of England Observatory.
8. Give consideration to producing 'Culture in the East of England' as described in Option 8
9. Give consideration to producing the manual as described in option 6

# Appendix 1 – List of research relating to culture in the East of England

The following research and evidence sets formed the basis of an audit conducted in spring 2005. Criteria for inclusion included the following:

- relates to sport, arts, tourism, heritage, archives, museums, or libraries
- was completed or substantially updated since 2000 or for which firm plans exist for the near future (i.e. budget secured!)
- can be made available to appropriate researchers, research users or agencies
- offers data at regional or sub-regional level (county or unitary local authority)
- includes a summary of methodological approach

## Archives

### **5th National Survey of Visitors to British Archives, 2004**

Unpublished, 2004

By Nigel Lutt

Extra-regional

Mix of methodologies

This was part of a national survey run by the Public Services Quality Group. Over a fortnight in June we handed out questionnaires to visitors about their overall experience at our archive, their experience on that particular day, their opinion of the value of archives services in general, and 'about yourself'. We collated the results from the sample of 60-odd questionnaires, and compared them against the national average and our results in a previous survey in 2002

Ask author as release of the results of individual repositories is discretionary; the PSQG only published national and regional results

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### **Archive Mapping Project**

EEMLAC, 2004

By Gordon Chancellor

Regional

Mix of methodologies

During 2003 EEMLAC sent a questionnaire to all archives in the East of England, and received 215 replies. The data collected was analysed and summarised in a report published on 30 June 2004. The archives were identified from existing databases and directories. They provided data on the size of their holdings, number of staff, budgets etc, but not details of the holdings themselves.

Available on EEMLAC website  
[www.eemlac.org.uk/uploads/research](http://www.eemlac.org.uk/uploads/research)  
<http://www.eemlac.org.uk/uploads/research>

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### **PSQG Archive User Survey 2004**

IPF / PSQG (Public Services Quality Group - see TNA website), 2005  
By Jonathan Gordon, IPF  
Extra-regional  
Mainly Qualitative

National survey of archive users covering satisfaction rating of different parts of the service and monitoring data about users,

IPF website, PSQG pages on TNA website

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## **Arts**

### **Arts Council Engand Annual Survey of Recurrently Funded Organisations**

Arts Council England, 2004  
By Research Dept, Arts Council England  
Extra-regional  
Mainly Quantitative

Arts Council England conduct an annual survey of its major funded organisations. The survey includes sections on organisation type, staff and Board members, arts activities and new works commissioned, produced, income and expenditure, audience and visitor numbers, etc. Some findings are available on a regional basis.

Contact the Research Dept, Arts Council England, London  
[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

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### **Arts|Generate - Research Report**

Arts Council England, East, Due late 2005

By Cultural Intelligence Ltd

Regional

Mix of methodologies

Arts|Generate was a £5m programme of arts-led regeneration which took place in 5 areas within the East of England. A programme of research was commissioned by Arts Council England, East to explore its contribution to regeneration and to provide evidence to show demonstrate what arts-led solutions can provide. The report will identify key themes which emerge through this major regeneration initiative.

Due late 2005 see <http://www.artsgenerate.co.uk/>

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### **Creative Consequences – the contribution and impact of the arts in Essex: 2001/02**

Local Government Association, 2003

By Stephen Rolph

Sub-regional

Mainly Quantitative

Since 1998, Essex County Council has been co-coordinating this comprehensive study to form an ongoing knowledge base about the arts in Essex. The latest report (covering activity in 2001/02) was printed by the Local Government Association, after they highlighted the work of the Essex partnership as being an “important contribution to the wider debate by devising a methodology to assess the social and economic impact of the arts”.

The study, based on a questionnaire approach to data capture, provides research evidence on arts sub-sector profiles, diversity and volume of arts production, volume of arts consumption, human resources, financial resources, partnerships, and qualitative information from arts audiences and participants. Findings from the 2001/02 report are based on responses from 235 arts organizations, 900 participants and 253 audience members.

The information from Creative Consequences informs a list of over 30 baseline output and input PIs, covering five dimensions: satisfaction, participation and usage, contribution to social, education and health objectives, financial investment and leverage and value for money.

The 2001/02 report also includes a contribution by Colin Mercer (at the time, Professor of Cultural Policy, The Nottingham Trent University) who provides an overarching contextual analysis on the policy environment and joined-up thinking for the cultural sector.

Local Government Association, 020 7664 3131 [info@lga.gov.uk](mailto:info@lga.gov.uk) Price: £20 (£10 to member local authorities)

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### **Drumming Up Support**

Unpublished. Leaflet available from Momentum Arts, 2000

By Catherine Rose

Sub-regional

Mainly Qualitative

Action research initiative funded by the New Audiences fund, it looked at different ways in which education work could contribute to audience development.

Leaflet available from Momentum Arts ([info@momentumarts.org.uk](mailto:info@momentumarts.org.uk)).

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### **Eastern Touring Agency Arts Capital Programme Research Programme (Eastern Touring Agency is now known as Momentum Arts)**

Unpublished, 2003

By Paula Moreau-Smith and Mel Jennings

Regional

Mainly Qualitative

This was a research project into the capital needs of Black and Minority Ethnic Artists. The participants of the project were those known to Momentum Arts through involvement in its Diversity Programme (2001-2004). It formed part of Momentum Arts research into the feasibility of establishing a culturally diverse incubator.

By application to Momentum Arts ([info@momentumarts.org.uk](mailto:info@momentumarts.org.uk))  
[www.momentumarts.org.uk](http://www.momentumarts.org.uk)

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### **Educated About Public Art?**

Commissions East, 2001

By Eileen Adams

Extra-regional

Mainly Qualitative

Report on the outcome of research commissioned by East England Arts, Commissions East and the Arts Council. It offers a framework and strategies to enhance educational practice. Investigating the kinds of educational strategies, projects and programmes that link public art and education

Marston Book Services, Oxon.  
www.commissionseast.org.uk

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### **Local Authorities and Cultural Technology**

Arts Council England, East / Cultural Intelligence, 2002

By Eric Orme

Regional

Mainly Qualitative

Arts and New Technology are key priorities for both East England Arts (EEA) and the Local Government Arts Forum (LGAF). In seeking to plan a strategy for the development of Arts and New Technology by local authorities in the region, the LGAF found that very little was known about the level and scope of involvement by local authorities in the development of Arts and New Technology.

In November 2001 the LGAF with the support of East England Arts commissioned Cultural Intelligence to conduct a research programme in two phases. Phase 1 was a survey of the 54 local authorities in the Eastern Region to establish the extent of their activity and identify possible authorities for the case studies. Phase 2 took the form of four case studies, which explored the approach taken by particular local authorities.

Taken together, both parts of the research aimed to:

- Provide information on the current extent of cultural applications of new technology
- Provide information on where, how and by whom cultural applications of new technology are being developed
- Offer an understanding of local government policy relating to culture and new technology
- Provide an assessment of the level of resources for the cultural use of new technology provided or sponsored by local government
- Provide an understanding of how these resources are funded
- As far as possible, provide an assessment of the levels of awareness and attitudes to the emerging cultural uses of new technology among local authorities, their staff and members
- Identify good and less good practice and produce models which help others develop their own initiatives

It is our belief that this is the first time that a region wide survey of this kind has been conducted.

50 of the 54 local authorities in the region responded to the study.

Available from Cultural Intelligence Ltd  
<http://www.audience.co.uk/Downloads/LGAF.pdf>

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### **Luton International Carnival – Economic Impact Study reports for 2000, 2002 and 2004**

Unpublished, 1999, 2000, 2002, 2004

By Luton Borough Council's research and Intelligence Team

Sub-regional

Mainly Qualitative

This study into the Economic Impact of Luton International Carnival 2000 builds upon the work undertaken by the Research and Intelligence Team into the impact of the 1999 Carnival. As with the previous study, the Carnival Officers Group - organisers of Luton International Carnival - were interested in the impact of the Carnival on the local economy, and in particular the town centre, and the demographic profile of Carnival goers.

The baseline data collected in 1999 allow for comparisons to be made between the two years. This report therefore not only considers the findings of this year's research but also, where appropriate, compares them with the results obtained from the study into the 1999 Carnival.

Available from the Research and Intelligence team at Luton Borough Council

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### **Mapping the East**

Arts Council England, East, 2005

By Roy & Maggie Nevitt

Regional

Mainly Quantitative

A report of an investigation into where in the East region young people can access careers information, advice, guidance and training for the arts and creative industries.

Arts Council England East Tel: 0845 300 6200

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### **Mapping the Music and Plotting a Course**

Unpublished, 2001

By JazzEast

Regional

Carried out by Jazzeast, funded by Youth Music's Dynamo fund. A mapping of young peoples involvement in Jazz

[www.youthmusic.org.uk](http://www.youthmusic.org.uk)

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### **Music in Early Years**

Unpublished, 2005

By Helen Taylor, Jim Clark Northumbria University

Extra-regional

Mainly Qualitative

A study of the effect that regular creative music sessions have on babies and children in Youth Music's two Early years zones in North Tyneside and Great Yarmouth. One of very few major studies in recent years which looks at the development of educational and social skills as well as musical achievement.

The study will be published on Youth Music's website in autumn 2005

[www.youthmusic.org.uk](http://www.youthmusic.org.uk)

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### **Oysters and Pearls. Participants' views derived from workshops and self-completion survey.**

Unpublished, 2002

By Cultural Intelligence

Sub-regional

Mainly Qualitative

Research into attitudes of young people towards participatory arts projects involving new technology. Part of a New Audiences project involving the creation of computer games by young people. Momentum Arts has compiled an overview of this research together with the research into another project, Virtual Stages. This overview into young people, new technology and participatory arts projects is available from Momentum Arts.

By application to Momentum Arts ([info@momentumarts.org.uk](mailto:info@momentumarts.org.uk))

[http://\(www.momentumarts.org.uk\)](http://www.momentumarts.org.uk)

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### **The Family Factor: A Guide to Family Friendly Arts Activities**

East England Arts in partnership with Eastern Touring Agency, 2002

By Catherine Rose

Regional

Mainly Qualitative

Commissioned by East England Arts (now Arts Council England, East), The Family Factor was an action research project managed by Eastern Touring Agency (now Momentum Arts). It investigated the best methods of making arts venues and events appealing to family audiences and includes research into family audiences by Arts Marketing East (now Cultural Intelligence).

SAMS books. £10

[www.sam-arts.demon.co.uk](http://www.sam-arts.demon.co.uk)

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### **Towards a Youth Music Makers Network**

Unpublished, 2003

By Soundsense

Extra-regional

Mix of methodologies

Study of CPD/training opportunities for community musicians working with young people, what is available, how opportunities are accessed (or not) by musicians. How employers view courses available.

Key recommendations have informed Youth Music's national strategy 'MusicLeader' and further developmental work by Soundsense.

Via PDF available on Youth Music website

[www.youthmusic.org.uk](http://www.youthmusic.org.uk)

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### **Traditional singing in north east Norfolk, c.1896 – 1971.**

Main article published in the Folk Music Journal (EFDSS), 2005 issue., 1990 - present

By Christopher Heppa, Writtle College

Sub-regional

Mainly Qualitative

An investigation into the singing tradition which existed in the north eastern part of the Norfolk Broads, centering on the villages of Sutton, Potter Heigham, Ludham, Catfield and Hickling, including the well known traditional singer Harry Cox and his contemporaries, who were visited by song collectors and recorded by the BBC. The methodology is to study the songs and the singers by interviewing their descendants and other people

who knew them, considering interviews with the singers themselves, evaluating their role in the local community, the nature of this leisure activity and its importance.

Contact author at Writtle College in first instance

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**Virtual Stages Research Report on Workshops at The Point and Ashcroft Arts Centre**

Unpublished, 2004

By Cultural Intelligence

No spatial coverage

Mainly Qualitative

This forms part of Momentum Arts' ongoing research into the experience of young people in participatory arts work. This formed part of Virtual Stages – funded by the promoter development fund at Arts Council England, National – a project on new technology and arts practice. Momentum Arts has compiled an overview of this research together with the research into another project, Oysters and Pearls and other available research. This overview into young people, new technology and participatory arts projects is available from Momentum Arts.

By application to Momentum Arts: [info@momentumarts.org.uk](mailto:info@momentumarts.org.uk)

<http://www.momentumarts.org.uk>

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**Visitors to Open Studios in the East of England 2002**

Commissions East, 2002

By Tina Neill and Eric Orme, Cultural Intelligence

Regional

Mainly Quantitative

The Open Studios Network Group comprises 7 Open Studio schemes in the East of England. Commissions East is supporting this group in the development of marketing practice and joint marketing initiatives. Cultural Intelligence was appointed to conduct market research in order to inform this work. To this end, the research brief sought consideration of the following:

Visitors to Open Studios – who are they, where do they come from? How often do they visit Open Studios and how many? Why do they visit and how much do they spend on purchases? How do they hear about Open Studios?

Open Studios artists – Where and in what type of space do they host their event? What stage are they at in their career? Why do they participate and

are their expectations fulfilled? How much do they sell and how do they promote their event?

Open Studios Scheme organisers – how do they market their schemes and support their artists? What opportunities are there for collaborative marketing between the schemes? 1590 responses were received representing 3500 attenders. More than 700 studios participated in the research.

Available from Commissions East or Cultural Intelligence  
<http://www.audience.co.uk/Downloads.htm>

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### **Vital Communities**

Unpublished, No date available for report  
By Business of Culture/Graeme Jennings  
Sub-regional  
Mainly Quantitative

Vital Communities is an action research project, initially over three years but with the aim of conducting the study over a 15-year period. The project aims to investigate the impact of the arts on community development and to demonstrate whether the arts have a positive impact on the aspirations, achievement and attitudes of identified communities across Cambridgeshire and Peterborough.

We will provide high quality arts activity to 350 children in the first year of Primary School, and through them their families and immediate communities, and to follow those communities through the fifteen-year period of the research. Participant groups are being selected to be representative of the breadth of social conditions of the sub-region including for instance areas of rural isolation, small market towns, urban fringe and locations already identified for regeneration.

Themes of the research include the effect of arts activities on the creative economy, healthy communities and vital neighbourhoods. This involves monitoring:

- Impact of high quality arts provision on children, their carers and wider family groups;
- Local community participation and engagement with arts and cultural activities and community perceptions of the long term impact and value of the project in each area;
- Impact on local economy, community development and regeneration.

Report not yet available

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## **Creative Industries**

### **Creative Industries Overview**

Unpublished, 2004

By Invest East of England

Extra-regional

Mainly Qualitative

The report pulls together data gathered through desk research and focuses on the following vertical industries: Advertising, Animation, Computer Games, Film and TV.

The Creative Industries market is detailed for the East of England, UK and globally. Key companies in each area are listed, their activities described and contact details provided.

The report also provides data concerning:

Feature film production activity in the UK

Creative Industries expertise in the East of England

Regional and UK Creative Industries Associations

The workforce in the East of England

Regional Competitors.

For more information, please contact Lucy Drayton, Researcher, at [lucydrayton@invest-east.com](mailto:lucydrayton@invest-east.com)

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### **Development of a skills matrix for the creative industries**

EEDA observatory, 2003

By Burns Owens Partnership and Positive Solutions

Regional

Mainly Qualitative

This final report outlines the process of designing, developing, researching and using a Skills Matrix for the creative industries in the East of England. The Skills Matrix Project is a response to the need to improve business performance, particularly through skills and training provision that better meets needs. The report is also available on the Living East website [www.livingeast.org.uk](http://www.livingeast.org.uk)

Available from the East of England Observatory and [www.livingeast.org.uk](http://www.livingeast.org.uk)

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## **East of England Creative Industries Advice and analysis**

EEDA, 2003

By City University and Pidea Consulting

Regional

Mainly Qualitative

Final report by City University and Pidea Consulting on the Creative Industries in the East of England with advice and analysis.

The research and mapping exercise carried out by DTZ Pidea Consulting and City University London confirms the importance of the creative industries to the East of England's economy. The region has developed a major specialisation in the computer games, software & electronic publishing sub-sector and it is also a centre for the UK film industry, with the presence of the major 'London' studios in Hertfordshire and the importance of Norwich for animation. Other strengths include architecture, the arts/antiques trade, publishing, the arts, designer fashion and advertising. However, the study highlights some issues that need to be addressed: education and training, ICT infrastructure, networking, awareness raising & marketing, investment and finance.

Appendices to final report to EEDA and Living East by City University and Pidea Consulting on the Creative Industries in the East of England with advice and analysis

Also relevant 15 May conference papers and presentations

Available from the East of England Observatory

<http://eastofEnglandobservatory.org.uk/observatory/reports/creativeindustry/finalreportv4.pdf>

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## **EEDA Sector Labour Market Intelligence: Arts & Entertainment and Broadcast, Film & Video Industry Sectors**

EEDA, 2002

By York Consulting

Regional

Mix of methodologies

The summary report of Labour Market Intelligence and Skills Data for the Arts & Entertainment and Broadcast, Film & Video Industry Sectors in the East of England region is prepared by York Consulting. It is based on the final report of the research project funded by EEDA from the SDF in 1999-00. NTOs involved in the project are the Hospitality Training Foundation, METIER, SPRITO, Cultural Heritage and Skillset.

Available from the East of England Observatory  
<http://www.eastofEnglandobservatory.org.uk/observatory/skillsweb/sdf99-00/sumarts.doc>

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### **Essex ICT and Multimedia Directory**

Essex Innovation Network, 2004  
By East of England Multimedia Alliance  
Sub-regional  
Mainly Quantitative

A directory of new media and ICT companies based in Essex

Available at <http://www.essex-ict-directory.co.uk/>

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### **Innovation and technology audit for the East of England**

EEDA, 2003  
By Arthur D Little  
Regional  
Mix of methodologies

This report reviews and audits the innovation and technology strengths of the region, looking at the potential on which to draw and at the processes currently in place for exploitation and technology transfer. The report focuses on the following selected industry sectors: Bioscience and pharmaceuticals; automotive; food; creative, culture and media; photonics.

Available on the East of England Observatory  
<http://www.eastofEnglandobservatory.org.uk/viewResource.asp?resourceType=&searchText=creative&uri=http://eastofEnglandobservatory.org.uk/resources/?id=11204>

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### **Space for Creativity East of England Creative and Cultural Industries Strategy**

EEDA, 2005  
By David Powell Associates with Bucknall Austin  
Regional  
Mainly Qualitative

Summary document of Space for Creativity published March 2005  
Space for Creativity is a development strategy for the creative industries in the East of England. It explores how we can build on the sector's very real strengths and exploit the new, knowledge based economy.

Available on the EEDA Observatory  
[http://www.eeda.org.uk/application.asp?app=publication\\_full.asp&process=full\\_record&id=1000087&nid=1001855](http://www.eeda.org.uk/application.asp?app=publication_full.asp&process=full_record&id=1000087&nid=1001855)

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### **The Space for Artists: Recommendations for Developing a 'Creative Thurrock'**

Unpublished, 2004

By Dr Tom Fleming (with Brigid Howarth)

Sub-regional

Mainly Qualitative

This report provides an assessment of the potential to develop a sustainable approach to Creative Industries development in Thurrock, with a specific emphasis on a high quality, distinctive Creative studio/managed workspace proposition that can provide a focus for and catalyst towards establishing a more dynamic, diverse, innovative, explorative, better designed and thus 'Creative Thurrock'.

Available from Nicky Adamson by emailing [nadamson@thurrock.gov.uk](mailto:nadamson@thurrock.gov.uk)

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## **Heritage**

### **Archaeological projects across Norfolk**

Various, annual

By Various

Sub-regional

Mainly Qualitative

Projects range from desk-based assessments, through field survey, evaluation excavation, larger-scale excavation, building survey, analysis of archaeological features, deposits, artefacts and ecofacts, documentary, cartographic and other studies, synthesis and publication. All reports contain summaries of methodological approach. Reports are held in the Norfolk Historic Environment Record with summaries available online at [www.ahs.ahds.ac.uk](http://www.ahs.ahds.ac.uk). Increasingly it will become possible to download reports as .pdf files.

Available from [www.ahs.ahds.ac.uk](http://www.ahs.ahds.ac.uk)

[www.ahs.ahds.ac.uk](http://www.ahs.ahds.ac.uk) <http://www.ahs.ahds.ac.uk>

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### **Heritage Counts 2004 East of England**

English Heritage, 2005

By Historic Environment Forum

Regional

Mix of methodologies

Audit of the state of the historic environment in the East of England: analysis of pressures heritage assets face and the social and economic benefits they provide. One of 10 regional documents produced annually to be read in conjunction with national Heritage Counts report. Report is based around a nationally agreed indicator set to monitor trends in condition, management and benefits arising from heritage assets.

Hard copies available from the Regional Policy Officer at English Heritage regional office

<http://www.heritagecounts.org.uk/>

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### **Heritage Dividend East of England Region 2003**

English Heritage, 2003

By English Heritage and Urban Practitioners

Regional

Mainly Quantitative

Examines the contribution of investment in the built heritage to regeneration across the region.

Evaluation of 21 schemes in the region against regeneration indicators based on Government measures for regeneration programmes.

Hard copies available from English Heritage customer services on [customers@english-heritage.org.uk](mailto:customers@english-heritage.org.uk)

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### **Hertfordshire's Heritage for All Project 2004: Audience Development and Access Plan**

Hertfordshire County Council, 2005

By Nicky Johnson

Sub-regional

Mix of methodologies

HLF funded audience development and access plan for the Hertfordshire Historic Environment Record (HER). The Historic Environment Record is the public record of archaeological and other heritage sites and finds in Hertfordshire and contains over 15,000 records.

The project was funded as a HLF project planning grant. The work was undertaken by The Market Research Group at Bournemouth University and comprised questionnaires and focus groups selected from existing users of the HER and potential new audiences. The report will inform a further bid to the HLF for enhancement of the HER via Web Access to the record and related community-based projects.

Available as a Word file/PDF from [stewart.bryant@hertscc.gov.uk](mailto:stewart.bryant@hertscc.gov.uk)

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### **Historic Farm Buildings Photo Analysis System**

Unpublished, 2004

By Dr Peter Gaskell

Extra-regional

Mix of methodologies

Comparison of 2 photographic surveys from 1980s and from 1999-2001 to examine rate and nature and extent of change in listed farm buildings. Countryside & Community Research Unit were also commissioned by English Heritage to develop a Historic Farm Buildings Photo System database.

Available from English Heritage

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### **Measuring the Benefits of Heritage Led Regeneration**

Unpublished, 2005

By Anthony Moore

Sub-regional

Mix of methodologies

1. A review of best practice in heritage regeneration leading to best practice case-studies.
2. A thorough literature review and informal interview process to arrive at a set of measures, indicators and baselines in economic, environmental, social and cultural fields. Social and cultural indicators are arrived at through qualitative research as much as quantitative. This will build a universally applicable framework and toolkit to be tested in a heritage masterplanning exercise in the walled centre of Norwich.  
Format – Booklet and C.D. Rom

When finished will be available from Anthony Moore at Norwich HEART  
01603 212544

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### **Measuring the benefits of Public Space Improvements**

Unpublished, 2006

By Michael Loveday

Extra-regional

Mix of methodologies

To develop an approach which identifies, overall, the likely benefits of public space regeneration, what they have been in specific situations and how practitioners should go about building this outputs/outcomes process into the overall development of spatial enhancements.

Case studies of best practice followed by toolkit of how and when to measure certain aspects -agreed by partner cities.

Available from [www.liveable-city.org](http://www.liveable-city.org)

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### **Traditional Building and Conservation Skills audit**

National Heritage Training Group, 2005

By National Heritage Training Group

Extra-regional

Mainly Quantitative

A national survey, with regional data, to build an accurate picture of the UK's specialist heritage skills and labour needs. Uses DFES foresight method.

To be published in May to June 2005.

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## **Libraries**

### **Cipfa Plus Adult Customer Care Surveys 2000, 2001, 2002, 2003**

Unpublished, 2000-03

By 2000 – RBA, 2001-2002 in house, 2003 BMG

Regional

Mix of methodologies

General Library customer survey used by all authorities to gauge customer satisfaction and what services customers use.

Luton has added additional questions at different times to assess

- The use of IT
- Customers views on Sunday opening
- The impact of marketing strategy and campaigns

Available by sending an email to [georgej@luton.gov.uk](mailto:georgej@luton.gov.uk)

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**Cipfa Plus Children's Customer Care Survey 2003**

Unpublished, 2003

By RBA

Sub-regional

Mix of methodologies

General Library customer survey used by all authorities to gauge customer satisfaction and what services customers use.

Luton asked an additional question regarding how many children responding had their own library card.

Available by sending an email to [georgej@luton.gov.uk](mailto:georgej@luton.gov.uk)

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**Equalities/Social Inclusion Study of Customers using the Peoples Network in the Central Library**

Unpublished, 2003

By Rob Evans

Sub-regional

Mix of methodologies

Questionnaire seeking information on the diversity of customers using the Peoples Network in the Central Library, what they were using it for and whether they had IT access anywhere else. Used for background for an entry to the East of England Regional Council for Local Government Services Equalities Award.

Available from Rob Evans Tel 01582 547424, [evansr@luton.gov.uk](mailto:evansr@luton.gov.uk)

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**Luton Library Non-user Survey**

Unpublished, 2000

By BMG

Sub-regional

Mix of methodologies

Research asking non users aged 16-30 why they did not use the library and what if anything would make them users

Available by sending an email to [georgej@luton.gov.uk](mailto:georgej@luton.gov.uk)

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## **Museums**

### **Skills and facilities in museums, libraries and archives in the East of England**

EEMLAC, 2004

By EUCLID

Regional

Mainly Quantitative

Questionnaire sent to around 450 organisations seeking information about skills and facilities they would be prepared to share with others in the regional sector. These skills are not limited to professional curatorial or conservation skills but to more generic skills as well, such as disaster planning, setting up /closing down a retail facility, project management etc. The survey also identifies rooms and facilities available for professional hire. This is not an exhaustive identification of skills and facilities in the region because organizations not wishing to share information or facilities are not included.

Hard copy from EEMLAC. It will be online soon and available to all.

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### **A Review of Museums and Collections of Higher Education Institutions in the Eastern Region**

South East Museums Service, 2001

By Kate Arnold-Foster and Jane Weeks

Regional

Mix of methodologies

This is the first major regional survey of the collections held by higher education institutions in the region. The report reveals that universities need to review the role and aims of their collectors and regularly assess staffing skills particularly in the areas of museum development and fund raising.

Copies of report available at EEMLAC

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### **All Aboard! Museums, libraries and archives supporting Skills for Life**

EEMLAC, 2004

By Sue Oakey, Basic Skills Consultant

Regional

Mainly Qualitative

Project to explore how museums, libraries and archives can contribute to the Skills for Life agenda. This regional study focussed on 6 pilot partnership projects between museums, libraries and archives and Skills for Life providers including FE colleges and family learning services.

Publication available from EEMLAC [info@eemlac.org.uk](mailto:info@eemlac.org.uk)

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### **Diverse Herts – Museums and Cultural Heritage**

Unpublished, 2005

By Roshi Naidoo

Sub-regional

Mix of methodologies

This HLF funded project's aim is to improve cultural diversity within seven museums and the county local studies and archive in Hertfordshire. As no substantial preparatory research was undertaken, some of the initial stages of Diverse Herts has involved Roshi Naidoo, the Project Officer, establishing the levels of awareness of issues, devising a comprehensive strategy in tune with current approaches and national policies on museums and diversity and responding to the queries and problems that partners expressed in the early stages of the project.

Although this does not fall into categories of strict qualitative or quantitative research, this work has been written up, is currently in draft form, and will be produced as a piece of research for all regional museums embarking on this work. It builds on key research undertaken by the project officer prior to her taking up this post which stress the importance of cultural diversity initiatives in the cultural sector moving away from one-off project conceived of as for 'ethnic minorities' to an approach which uncovers the implicit diversity of the county's life evident in the histories of its stately homes, the economy of its industries or the collections housed in its museums.

To obtain a copy permission would need to be sought from Hertfordshire Museums, 01992 556649

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### **Establishing A Demographic Profile For The East Of England**

Unpublished,

By Cliff Lavin, Marketing Decisions

Regional

Mainly Quantitative

Research to develop a clear understanding of the population, social and economic characteristics of the region. In particular to identify the different

communities living in the East of England and areas of deprivation. Marketing Decisions Ltd. conducted an analysis of the information available within the public domain principally drawn from central government (ONS, DOH, DFES). The data was analysed looking at the East of England region versus the national average, and compares and contrasts different areas of the region

Contact EEMLAC at [info@eemlac.org.uk](mailto:info@eemlac.org.uk)

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## **Excellence, Enjoyment and Engagement**

### **Museums working together with schools in the East of England**

East England Museums, Libraries and Archives Council, 2004

By Jenny Duke, EEMLAC

Regional

Mainly Qualitative

‘Excellence, Enjoyment and Engagement’ was a regional project which formed part of a national DfES funded ‘Museums & Galleries Education Programme’ to explore and define how engagement with objects and images can enrich learning in schools. The regional study focussed on 9 museum/school partnership projects.

Publication available from EEMLAC [info@eemlac.org.uk](mailto:info@eemlac.org.uk)

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## **Expanding our Audiences – Herts Museums**

Unpublished, 2003

By ABL Cultural Consulting

Sub-regional

Mix of methodologies

This was a partnership project funded by the HLF, managed by Herts Museums and involving five museums across the County. The principal aim was to increase participation and enjoyment of museums by people on low incomes.

Research was undertaken by consultants (ABL) to evaluate the impact of the project both in qualitative and quantitative ways. The methodology of data collection included surveys on users at the five museums before, during and after the project, focus group evaluation undertaken with sample audiences of non-participants and participants in the five projects before and after their involvement.

A report was produced which summarised findings of all phases of the research providing an evaluation of the project as a whole with recommendations and conclusions.

available

Available from the Museums Officer, Herts Museums, 01992 556649,  
[julie.massey@hertsc.gov.uk](mailto:julie.massey@hertsc.gov.uk)

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### **ICT survey of museums and archives in the East of England**

Incomplete, None

By Chris Turner, MLA

Regional

Mainly Quantitative

Questionnaire gathering information on ICT provision and capability in regional museums and archives. Approximately 150 responses obtained from about 350 sent. Format Is Excel spreadsheet but the information is currently unavailable. This information gathered in 2003 will be updated in the 2005 and data set expanded.

Unavailable as yet. Should be available later in 2005

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### **Inspiring Learning for All Pilot for MLA (Museums, Libraries and Archives)**

Unpublished, 2002

By Miriam Stead

Sub-regional

Mainly Qualitative

Essex Heritage & Library Services took part in two phases of the Inspiring Learning for All pilot. The first was to develop the framework which helps describe what an accessible and inclusive museum, archive or library looks like, how it stimulates and supports learning and how well they are evaluating and implementing best practice in supporting learning.

The second part was to develop the toolkit for measuring participants' generic learning outcomes (GLOs) in five separate areas – 1.learning: knowledge & understanding; 2.skills; 3.attitudes & values; 4.enjoyment, inspiration & creativity; 5.activity, behaviour & progression.

Unpublished but see [www.inspiringlearningforall.gov.uk](http://www.inspiringlearningforall.gov.uk) for details of the pilot. Findings are available from the author.

[www.inspiringlearningforall.gov.uk](http://www.inspiringlearningforall.gov.uk)

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### **Regional benchmarking of museums**

Unpublished, 2000-01/-02/03

By CMO's and Cambridgeshire CC Research Group

Regional

Mainly Quantitative

Data collection exercise conducted by County Museum Officers across the region to provide year on year comparative data for participating museums. This was devised partly to meet needs of addressing BVPI issues but more importantly to enable museums to compare their performance with peers across the region.

The data set has not been absolutely constant with the total number of participants over the three years run to date approx 160. A fourth years data is currently being collected.

The data is put into baskets of similar types of institution to enable comparisons to be made.

Permission would need to be sought from the County Museum Officers Group

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### **Regional Collections Care and Conservation Study 2004-2006**

Unpublished, 2004/05

By EEMLAC/East of England Hub project

Regional

Mix of methodologies

A project to assess conservation needs of museum collections in the region; to identify the resources (facilitating and funding) available to meet those needs in the most effective way; to identify collections in greatest need and develop effective solutions for their care and conservation; to raise awareness of the need for responsible and sustainable stewardship of collections by those in charge of them.

Information has been collected by visiting museums and conservation facilities throughout the region; interviews with a wide variety of stakeholders, including conservators; research of existing data on collection conditions from the last 20 years.

Recommendations and further work to take account of EEMLAC's current strategies in preparation ie: Museums Development; workforce development; collections.

Key findings and recommendations cover advice, remedial conservation and training: Summary of key issues and possible solutions; SWOT analysis; Workforce Development; Pilot projects for development; Collections Services.

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### **Research to inform EEMLAC Workforce Development Strategy**

Unpublished, 2005

By Roy Baldwin, Creative Gateway

Regional

Mainly Qualitative

Research into current training/professional development provision and needs in museums, libraries and archives across the region. Includes desk research, interviews, focus group and questionnaires. Sample of 100 people.

Contact EEMLAC [info@eemlac.org.uk](mailto:info@eemlac.org.uk)

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### **Strategic Review of Suffolk Museums**

Unpublished, 2000

By Bridget Yates & Rob Shorland-Ball

Sub-regional

Mix of methodologies

An independent review of Suffolk Museums, looking at the structure, funding and organisation of museums in Suffolk and the Association for Suffolk Museums, their effectiveness and making recommendations that will lead to an action plan.

Includes quantitative and descriptive information relating to governance, operations, outputs, staff/volunteer and financial inputs, perceived needs of the organisations and opportunities to serve communities better. The strategy embraces 40 museums.

On application to Lyn Gash, Suffolk Museums Officer,  
Only available in hard copy

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### **Visually impaired people's access to museums**

Published as series of academic journal articles,

By Prof. Kevin Hetherington

Extra-regional

Mainly Qualitative

A study of the experiences of visually impaired people's access to museums. Research conducted in 1998-9 and published in 2000-2003, based on interviews with V.I. people, museum education officers, access auditors and key informants at RNIB, MAGDA. The study sought to

deconstruct our understanding of access and accountability by looking at the problematic status of touch within museums.

All available from the author at [K.I.Hetherington@Open.ac.uk](mailto:K.I.Hetherington@Open.ac.uk)  
[www.le.ac.uk/museumstudies/m&s/m&sframeset.html](http://www.le.ac.uk/museumstudies/m&s/m&sframeset.html)  
<http://www.le.ac.uk/museumstudies/m&s/m&sframeset.html>

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## Other

### **Realising the value of culture in the East of England**

Living East, 2004

By Burns Owens Partnership

Regional

Mainly Qualitative

Review of current cultural activity and issues. Commissioned from the Burns Owen Partnership by Living East

Living East.

[www.livingeast.org.uk](http://www.livingeast.org.uk)

[http://www.eeda.org.uk/application.asp?app=publication\\_full.asp&process=full\\_record&id=1000087&nid=1001855](http://www.eeda.org.uk/application.asp?app=publication_full.asp&process=full_record&id=1000087&nid=1001855)

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## Sport

### **A Profile and Audit of Volleyball In England**

Unpublished, 2004

By Liz Behnke

Extra-regional

Mainly Quantitative

The aims of the commission were to:

To analyse existing participation statistics and other existing evidence, to establish a picture of 'officially recognised' participation

To establish a profile of participants.

To identify participation on national, regional and local bases of non-affiliated volleyball and to conduct sample surveys. To identify issues and barriers to participation and to affiliation.

To identify key recommendations and outcomes of this research which would inform future decision making and to best influence sporting policy and resource allocation at national, regional and area level

To provide information on potential funding opportunities and partnerships available to develop participation in Volleyball clubs.

Reports can be accessed [www.szygyleisure.co.uk](http://www.szygyleisure.co.uk)  
[www.szygyleisure.co.uk](http://www.szygyleisure.co.uk)

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### **East Region Disability Sport research**

English Federation of Disability Sport, 2004

By Liz Behnke

Regional

Mix of methodologies

A study of young disabled people's access to sport and physical activity in both the education sector and the voluntary sector. The research was undertaken by means of questionnaire to all schools in the East (50% response rate) also clubs. In addition a number of workshops were held with practitioners across the east and also groups of young disabled people. 6 county plans were produced as well as a regional report and examples of good practice from across the region.

EFDS website

<http://www.efds.net/index.php?incpage=content/research/research.php>

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### **Impact of Sports Development study**

Essex County Council, 2004 & 2005

By Linda Gainé

Sub-regional

Mainly Quantitative

The Impact of Sports Development in Essex study is a partnership between all fifteen local authorities in Essex, with Essex County Council co-ordinating the study on behalf of partners.

The volume and range of sports activity across Essex meant that partners had to prioritise the aspects of sports development to focus on to ensure the study was manageable. The Essex Sports Development Officers Forum agreed a shared set of four Performance Indicators based on the activities of the following groups, Sports Development Officers working with schools, Voluntary Sports Clubs (11 selected sports), Essex Active Sport and Essex Youth Games.

These indicators required vital baseline information about the work that is taking place, with an emphasis on the contribution that sports development can have on human and social capital. In the first year of the research, baseline data was gathered, using questionnaires to the aforementioned groups.

In the second year of the research, the above was repeated, enabling comparisons between the two years, but also investigating and analysing

the impact of sport on participants' lives, through skills and community development and attitudes to PE and Sport. This information was gathered using self-report questionnaires given to individuals involved in the above activity.

Linda Gaine 01245 436277 linda.gaine@essexcc.gov.uk

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### **Physical Activity, Exercise and Sport Mapping Project**

Sport England East, 2004

By British Heart Foundation National Centre for Physical Activity

Regional

Mix of methodologies

A mapping exercise commissioned through British Heart Foundation National Centre for Physical Activity to identify physical activity/sport and exercise interventions running across the East of England region. Questionnaire to approx 1500 contacts distributed – response of nearly 20% identifying over 250 projects. Interactive practice database established with project details on and sited at [www.erpho.org.uk](http://www.erpho.org.uk) (regional public health observatory) – partners can continue to update and add new projects on – we are getting approx 6 a month. 10 in depth case studies also available on site.

Executive Summary and Full Report Available from Sport England regional office.

[www.sportEngland.org/east](http://www.sportEngland.org/east)

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### **Regional black and minority ethnic sport in the East of England research project**

Sport England, 2005

By Jim Lynch

Regional

Mix of methodologies

An investigation into the participation in sport and physical recreation by members of the Black and Minority Ethnic Communities (BME) in the East of England. Recommendations on action to increase and develop participation. This was used to form the basis of the action plan for the BME Sports Network East

Available from Chris Jones at Sport England East 01234 333620

[www.sportEngland.org/east](http://www.sportEngland.org/east)

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### **Rights of way Improvement Plan**

Hertfordshire, 2005

By Hertfordshire County Council

Sub-regional

Mainly Qualitative

A range of individual and specific bits of research relating to assessing the needs and demands of the public in relation to access to the countryside. Collectively these have informed the issues that our improvement plan will address and have identified the needs of walkers, riders, horse-riders etc and the needs of those with limited mobility. This is not available in a single report although summary documents have been made at key stages and can be made available.

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### **Rural sport & recreation in the East of England 2005**

Leisure & The Environment Ltd, 2005

By Leisure & The Environment Ltd

Regional

Mix of methodologies

A review of the economic and social benefits of sport and recreation to the rural agenda detailing case studies, policy development and both a regional and sub regional framework for action involving key stakeholders – study defines barriers to participation to sport and recreation and identifies innovative ways for making rural communities more active.

[chris.jones@sportEngland.org](mailto:chris.jones@sportEngland.org) or [sally.fishwick@countryside.gov.uk](mailto:sally.fishwick@countryside.gov.uk)

[www.sportEngland.org/east](http://www.sportEngland.org/east)

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### **Sport & social inclusion in the East of England 2003**

Sport England East, 2003

By Sport England East – strategic leisure ltd

Regional

Mix of methodologies

Defining social inclusion and the role sport can and is playing in tackling it in the East of England and also outlining a framework for future action.

[www.sportEngland.org/east](http://www.sportEngland.org/east)

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### **Sport and Recreation and Rural Communities First Draft**

Unpublished, 2005

By Mick Presland

Consultant  
Regional  
Mix of methodologies

This is a report of a study that has examined the best ways of delivering opportunities to participate in sport and active recreation for rural communities. The project was run through the Eastern Region Rural Sport and Recreation Working Group (ERRSRWG), and was funded by the East of England Development Agency (EEDA). The study focuses on rural communities in the East of England, although its findings and conclusions have relevance to other areas with similar characteristics.

Leisure and the Environment 01635 43024  
www.lande.co.uk

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### **The Cambridgeshire Sports Directory**

Cambridgeshire County Council, 2004

By Gary Hughes

Sub-regional

Mainly Quantitative

A directory covering Local Authority facilities and sports development staff plus secondary and special schools sports facilities and physical education staff.

Hard copies from Cambridgeshire County Council, Sports Development Officer

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### **Women and sport and physical activity in the East of England**

WSF East, 2004

By Liz Behnke

Regional

Mix of methodologies

The aims of the research were to:

Identify existing barriers and issues about participation in women's and girls' sport;

Examine existing research to develop key findings presented in the final report;

Identify examples of good practice in the region;

Identify current and potential marketing and communication strategies aimed at increasing participation amongst women and girls;

Identify key outcomes which can be used to influence future delivery and resources at all levels;

Investigate potential sources of funding and partnerships to develop women's and girls' sport in the region;  
Research findings were gathered using a number of different methods: desktop research, questionnaires, workshops, telephone interviews and face to face interviews. Interestingly, many of the themes that emerge from the body of data collected from this and other research conducted on a global basis are common, regardless of where they emanate from.

Contact Syzygy Leisure  
[www.wsf.org.uk](http://www.wsf.org.uk)

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### **Youth Sports Report**

Cambridgeshire County Council, 2002

By Gary Hughes

Sub-regional

Mainly Quantitative

Sports Development Officers (SDOs) from Sport England, the County Council and all the local district authorities in Cambridgeshire and Peterborough have produced this Youth Sport Report. Based entirely on the views of young people aged 5 – 16 it has been developed using the findings of a questionnaire and a series of interviews with targeted focus groups.

The Report and results of the Youth Sport Survey show clearly what young people want. Outdoor adventure type/alternative activities are extremely popular at this time, and providers of sport need to recognise that and ensure that the opportunities exist. In addition, there are further challenges in ensuring that young people from varied ethnic and cultural backgrounds, as well as urban and rural communities, have equal opportunities to participate whatever their personal circumstances.

Hard copies available from Cambridgeshire County Council, Sports Development Officer

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## **Tourism**

### **East of England Tourism Compendium**

East of England Development Agency, 2003

By Locum Destination Consulting

Regional

Mix of methodologies

A useful compendium of research which reviewed the state of tourism in the East of England and assessed national trends that need to be taken into account in reviewing the region's tourism strategy.

East of England Observatory

[http://live.eeda.org.uk/embedded\\_object.asp?docid=1002838](http://live.eeda.org.uk/embedded_object.asp?docid=1002838)

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**HHA Annual Visitor Survey**

Historic Houses Association, 2005

By Historic Houses Association

Regional

Mainly Quantitative

This records day visitors to privately-owned historic houses, castles and gardens in the Eastern Region. Also public attendance at all commercial events (concerts, rallies, weddings etc) at these properties. From this the economic contribution from this activity can be calculated.

Historic Houses Association, 2 Chester Street, London SW1X 7BB

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**Labour Market Intelligence and Skills Data for the Tourism, Leisure and Heritage Sector in the East of England Development Agency Region**

EEDA, 2000

By EEDA

Regional

Mix of methodologies

This report summarises regional labour market intelligence and skills data using studies provided by five NTOs (National Training Organisations) from the IMPACT NTO grouping which relates to the tourism, leisure and the heritage sector. These are the Hospitality Training Foundation, METIER, SPRITO, Cultural Heritage and Skillset.

East of England Observatory

<http://www.eastofEnglandobservatory.org.uk/observatory/SkillsWEB/sdf99-00/tourismLMI.doc>

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**Sector Group Report - Tourism, Leisure, Heritage**

East of England Development Agency, 2003

By East of England Development Agency

Regional

Mainly Quantitative

The aim of the key sector research reports is,  
- To provide a guide to data and research available for the regions key sectors

- To provide a summary of information sources

The report is arranged in the following sections: 1. Summary of the main information sources covering all sectors or industry groups. These sources are used for assessing the relative significance of sectors of the economy to the region or relative to other regions of the UK. 2. Summary of the specific information sources available for the relevant sector. 3. Summary of results from all information sources. Data tables and graphs attached in an appendix

East of England Observatory

[http://www.eastofEnglandobservatory.org.uk/observatory/Reports/Sector-cluster/SGR\\_TOURISM\\_LEISURE\\_HERITAGE.doc](http://www.eastofEnglandobservatory.org.uk/observatory/Reports/Sector-cluster/SGR_TOURISM_LEISURE_HERITAGE.doc)

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### **Sector Skills – Leisure and Tourism**

Unpublished, 2004

By Experian Business Strategies

Sub-regional

Mix of methodologies

This research is part of a wider project that sought to produce information for ten sectors within Bedfordshire and Luton. It draws on a combination of national-level and local-level data to inform the analysis of both the supply and demand side. Official statistics are supplemented by stakeholder interviews with employers and partner agencies, such as key learning providers, Connexions and Jobcentre. The report also includes research conducted by employers' and workers' organisations, regional and local development agencies and Sector Skills Councils. The key sections of the report provide information on the following characteristics: size and sector; workforce; further education and work-based learning; training; skills needs, shortages and gaps.

Hard copy of the report available from Experian

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### **Tourism, Leisure and Heritage Skills Audit**

Unpublished, 2005

By Careers Concept Ltd

Regional

Mix of methodologies

The object of the study is undertake a regional tourism, leisure and heritage skills audit, which is required to identify clearly the specific skills needs of businesses within the tourism, leisure and heritage sector in the East of England.

Objective 1 To identify and map the skills and employment needs of the tourism, leisure and heritage sector, building on existing research as appropriate

Objective 2 To map public and private sector learning and skills providers, programmes, networks and opportunities that already exist.

Objective 3 To connect demand with supply through use of the previously developed skills matrix model to identify gaps and overlaps in training provision

Unpublished – will be available on the East of England Observatory

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### **Value and Volume Research –the value of tourism to the local economy**

EETB, 2004

By EETB

Sub-regional

Mainly Quantitative

Value and Volume research commissioned on behalf by the East of England Tourist Board, using the Cambridge Economic Model. Research covers total number of staying visitors, visitor spend, number of day visitors. Total direct spend, employment, etc.

Via Hertfordshire County Tourism Officer available on cd

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### **Volume and Value of Tourism in Suffolk**

East Of England Tourist Board, 2004

By East Of England Tourist Board

Sub-regional

Mainly Quantitative

Measure of the number of tourists in Suffolk and their impact on the economy. Measures day visitors, overnight stays and overseas visitors.

Contact East of England Tourist Board

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## Appendix 2 – List of respondents to the audit

Thanks are due to all of those who responded to the audit.

Arts Advice	Irene	MacDonald	Consultant
Arts Council England, East	Roz	Brown	Assistant Officer, Communications
Association for Suffolk Museums	Lynn	Gash	Museums Officer
Bedfordshire & Luton Archives & records Service	Nigel	Lutt	Ops Manager (Customer Services & Outreach)
Bedfordshire Libraries	Barry	George	Head of Libraries
Big Lottery Fund	Lynn	Morgan	Regional Manager Voluntary & Community Sector
Cambridgeshire and Peterborough Local Government/Arts Council Partnership	Joanne	Gray	County Arts Officer
Cambridgeshire County Council - Sports	Gary	Hughs	County Sports Development Officer
Cambridgeshire County Council Archives service	Elizabeth	Stazicker	Head of Heritage & County Archivist
Commissions east	David	Wright	Director
Community & Voluntary Forum: Eastern Region (COVER)	Kate	Allsopp	Information & Communications co-ordinator
Countryside Agency	Martin	Gershon	Regional Partnerships Officer
Cultural Intelligence Ltd	Eric	Orme	Director
David Powell Associates Ltd	David	Powell	Director
East England Museums, Libraries and Archives Commission (EEMLAC)	Tim	Heathcote	Deputy CEO
East of England Development Agency (EEDA)	Emily	Baldwin	Policy and Planning Manager
East of England Regional Assembly	Giles	Goyder	Scrutiny Officer

English Heritage	Rachel	Russell	Regional Policy Officer
Essex County Council - Cultural Services	Stephen	Rolph	Cultural Planning Manager
Essex County Council - Cultural Services	Linda	Gaine	Sports Development Manager
Essex County Council - Heritage Services	Miriam	Stead	Heritage Outreach Manager
Hertfordshire County Council	Annie	Hawkins	County Cultural Officer
Historic Houses Association	Shelia	Charrington	Regional Chair
Incredit	Daniel	Durrant	Social Enterprise Development Manager
Institute of historic building conservation	Michael	Knights	National Treasurer
Invest East of England	Lucy	Drayton	Researcher
Learning & Skills Council	Natasha	Wilkinson	Executive Support Co-ordinator
Learning & Skills Council, Essex	Andrea	Hillard	Corporate Relationship Manager
Learning and Skills Council Beds and Luton	Wendy	Fowle	Research Manager
Living East	Liz	Hughes	Strategic Projects Officer
LSC Suffolk	Maggie	Cross	Head of market intelligence
Luton Borough Council	Dave	Sutton	Head of Leisure Libraries & culture
Luton Libraries	Jean	George	Libraries Manager
Momentum Arts	Jonathan	Goodacre	Senior Manager for Programme Delivery
Cambridgeshire County Council	John	Goldsmith	County Museums Officer
National Trust	Andrew	Allen	Policy Officer
Norfolk Archaeology & Environment	Brian	Ayres	County Archaeologist
Norfolk Record Office	Susan	Maddock	Principal Archivist
Norwich Heritage & Economic Regeneration Trust	Anthony	Moore	Heritage Research Project Officer
Ploszajski Lynch Consulting Ltd	Jim	Lynch	Director
Sport England East	Chris	Jones	Senior Development Manager
Sport England East	Adam	Rigarlsford	Senior Development Manager
Suffolk Tourism Partnership	Scott	Dolling	Destination Marketing Manager

Syzygy Leisure Ltd	Liz	Behnke	Director
The Open University	Jenny	Robinson	Director of Research in Geography
Thurrock Council	Nicky	Adamson	Arts Generate Programme Manager
University of Cambridge	E	Chapman	Research Facilitator for the School of Humanities and Social Sciences
Writtle College	Christopher	Heppa	Senior lecturer in Heritage and Leisure Management
Youth Music	Lyndall	Rosewarne	Regional Co-ordinator

## Appendix 3 – Background papers consulted

<b>Publisher</b>	<b>Year</b>	<b>Title</b>	<b>Author(s)</b>
Association of Regional Observatories	2004	The State of Regional Research	ARO
Association of Universities in the East of England	2005	Social Science research and regional policy in the East of England – call for papers	EEDA
Cultural East Midlands	2004	Cultural Observatory East Midland (Invite to tender)	
Culture East Midlands	2004	A Cultural Observatory for the East Midlands Region – invitation to tender	Johal, S
Culture NE	2004	An overview of Regional Cultural Research	
Culture North East	2005	A Regional Cultural Research Strategy and Action Plan for the North East of England 2005-06	Foster, R
Culture North East	2003	Culture North East A Regional Cultural research Strategy and Action Plan for the North East of England 2005-2006	
Culture South East	2004	Good Practise Website – Briefing Paper	
Culture South West	2005	CPA 2005 – Proposals for Audit Commission Service Block Assessments, The Culture Block – Newsletter	Culture South West
Culture South West	2003	Measuring Up? The Cultural Sector and the Research Agenda in the South West – Seminar Report	Culture South West
Culture SW	2003	Joining the Dots	Mercer.C
DCMS	2003	A Research Strategy for DCMS, 2003-2005/06. Technical Paper No.3: London: Department for Culture, Media and Sport.	
DCMS	2004	Culture at the Heart of Regeneration	DCMS
DCMS	2004	DCMS Evidence Toolkit (Technical Report)	
DCMS	2004	Government and the Value of Culture.	Jowell T
DCMS	2002	Regional Cultural Data Framework (User Guide)	

Eastern Region Public Health Observatory EEDA	2002	Social exclusion in the East of England,	Lagoudaki, K
EEDA	2004	East of England Skills Audit for tourism, leisure and heritage for EEDA/Living East	Career Concepts Limited
EEDA		A Shared Vision - Regional Economic Strategy for the East of England	EEDA
EEDA		East of England Skills Audit for Tourism, Leisure, Heritage (Key Issues)	
EEDA	2001	Making a Living, Mapping the social economy in the East of England	EEDA
English Heritage	2005	English Heritage Impact Measurement Methodology	Urban Practitioners
English Heritage	2003	The Heritage Dividend (East of England)	
Living East (unpub)	2005	Research commissioned by RCC's (list)	
Living East/EEDA	2003	East of England Creative and Cultural Skills Matrix	Living East/EEDA
Northumbria University	2004	Benchmarking performance of Cultural Sector in NE (Brief for Research Fellow)	
Observatories Social Exclusion Partnership	2005	Briefing paper	OSEP
Office of the Deputy Prime Minister	2005	Creating Sustainable Communities in the East of England	ODPM
SEEDA	2004	Developing the Evidence Base for support of cultural & creative activities in SEE	Oakley. K
South East England Cultural Consortium (SEECC)	2004	Developing the Evidence base for support of Cultural and Creative activities in South East England	Oakley K
Sport England	2004	Sport England Research Briefing	
West Midlands Life	2004	Regional Cultural Research Network Scoping & Options Study (invite to tender)	
West Midlands Life and MLA West Midland	2005	Regional Cultural Network Scoping and Options Study	Lutz, J

## Appendix 4 – Survey Form

***IMPORTANT – Before you start to complete the form be sure to ‘SAVE AS’ in a directory where you can find it again.***

Name of organisation

Your name

Your position

Your direct dial number

Your email address

How many pieces of research has your organisation produced or commissioned which meet the criteria outlined in the guidance notes?

(i.e. How many PART 2's are you completing?)

TYPE NUMBER or NONE\*

\*If NONE please complete your details then 'Save As' and email it back as an attachment to [research@audience.co.uk](mailto:research@audience.co.uk)

Your contact details will be logged to help build a cultural research contact list for the region.

If you would rather not have your name added to the list please type DELETE ME In this box.

Many thanks for your help!

## Part 2: Research details

<b>1. Name of study</b>			
<b>2. Brief description (max 200 words)</b>  Write enough to give the reader a feeling for whether the study could be useful to them. Try to include a little about subject, methodology and sample sizes and format.			
<b>3. Name of Author / Lead Researcher</b>		<b>4. Year of report</b>	
<b>5. Name of Publisher or 'Unpublished'</b>		<b>6. Year or period that <u>data</u> in study relates to or will relate to</b>	
<b>7. Type of study</b>  (mainly qualitative, mainly quantitative, complete mixture)		<b>8. Geographical coverage</b> National, regional, sub-regional, no geography	
<b>9. How may the study be accessed and by whom?</b>  URL, contact details as necessary			

Please continue on additional sheets to report on additional studies.

For further information see [www.audience.co.uk/livingeast.htm](http://www.audience.co.uk/livingeast.htm)

# Appendix 5 - Topic Guide for Interviews

**1. Within their organisation, who has responsibility for knowledge management / research?**

PROMPT Level of responsibility  
Is there a research plan?

**2. What are the purposes for which they need / use research?**

PROMPT Monitoring  
Evaluation  
Policy & Strategy  
Understanding  
Other

**3. Which of these do they conduct or commission themselves and where do they use secondary sources?**

PROMPT Cycle and scope of research conducted or commissioned themselves  
Sources of secondary research

**4. Which of their research needs are poorly met or unmet and why (primary and secondary research)?**

PROMPT Budget  
Quality and reliability  
Standardisation & comparability  
Duplication  
Need for collaboration  
Skills capacity

**5. What are the specific issues for cultural sub-sectors working in collaborations on research?**

PROMPT Opportunities  
Difficulties  
Resourcing (would they help)  
Are solutions time limited i.e. development

**6. What do they believe would be a desirable and viable route-map for cultural research in the East of England**

PROMPT Balance  
Leadership  
Communication  
Knowledge management

**7. Do they consider any of these to be valuable to the eastern region and why?**

Cultural observatory  
Cultural module in regional observatory  
Regional cultural research network  
Cultural research officer.

## Appendix 6 – Attendees at Consultation Event

Jen Beaumont	Government Office for the East of England
Ila Chandavarkar	MENTER
David Good	Cambridge University
Jonathan Goodacre	Momentum Arts
Annabel Grundy	Screen East
Steve Harris	Cultural Intelligence
Tim Heathcote	East of England Museums and Libraries Council
Andrew Holley	English Heritage
Liz Hughes	Living East
Michael Loveday	HEART
Hannah Mason	Government Office for the East of England
Tom Morrison	East of England Regional Observatory
Eric Orme	Cultural Intelligence
Mark Ormerod	Sport England
Stephen Rolph	Essex County Council
Catherine Slack	Arts Council England, East
Peter Tullin	Arts and Business East
Terry Turner	Living East and East of England Museums and Libraries Council
Stuart Watt	East of England Development Agency
Paul Wood	Suffolk Development Agency

## Appendix 7 – List of those contributing to the telephone interviews

Jen Beaumont	Regional Analyst	GO-East
Emily Baldwin	Policy Officer	East England Development Agency
Annabel Grundy	Audience and Education Officer	Screen East
Tom Morrison	Director	East of England Regional Observatory
Gwyn Jones	Deputy Leader	Bedfordshire County Council (CABE)
Sergi Jarques	Senior Research Officer	East of England Tourist Board
Tim Heathcote	Deputy Chief Executive	East England Museums Libraries and Archives Council
Rachel Russell	Regional Policy Officer	English Heritage
Mark Ormerod	Head of Strategy & Delivery	Sport England East