

# UK ARTS INDEX

An annual measure of  
the vitality of Arts and  
Culture in the UK



# WELCOME TO THE FIRST UK ARTS INDEX

The arts make a significant contribution to the UK economy, they bring us together and they make our lives better. But by how much?

The Arts Index will tell you. It's nothing less than an annual health-check for the arts. It teaches us, policy-makers and practitioners alike, a common language; objective, consistent, independent.

Although this is the first UK Arts Index, the NCA plan to publish it each year, updating and improving as we go. We want it to become the standard measure of the health of the arts, presented in a way that is reliable, digestible and compelling. We want it to play a part in informed and mature debate and in turn, the development of intelligent policy. We want artists to use it to support their lobbying and to amplify their voices in these difficult times.

Samuel West  
Actor, Director, NCA Trustee

## How the Arts Index Works:

It measures the things that go in, like financial investment, and the things that come out, like audience numbers. It lets us see how these things change over time, compared our UK nations and across the whole country.

"I have learn'd by the  
perfect'st report; they have  
more in them than mortal  
knowledge"

Macbeth Act 1 Scene 5

To order a full copy of the Arts Index, please contact the NCA at  
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020 7287 3777

# HEADLINES

The health of the arts remained relatively steady from 2007–2010. Despite the recession, audiences have stayed level. In hard times, it seems people still like having a laugh, using their heads and doing things in public.

We see this health as a product of good investment over the last decade. It will be hard to maintain the cautious confidence we have now if this level of investment falls.

## “Across three years there is a huge fall in Business Contributions”

There are some discouraging trends. Across the three years, there is a huge fall in Business Contributions (17% down) and a large one in Individual Giving (down 13%). Grants from Trusts and Foundations have fallen 8%. Given the government's stated intention that cuts to the arts should be supplemented or replaced by philanthropic donations, these figures are extremely worrying. The NCA believes that philanthropy is a very useful 'and', but mustn't become an 'or'. We welcome the Catalyst Arts Fund, a £100m private giving investment programme launched this month to help organisations supplant their income.

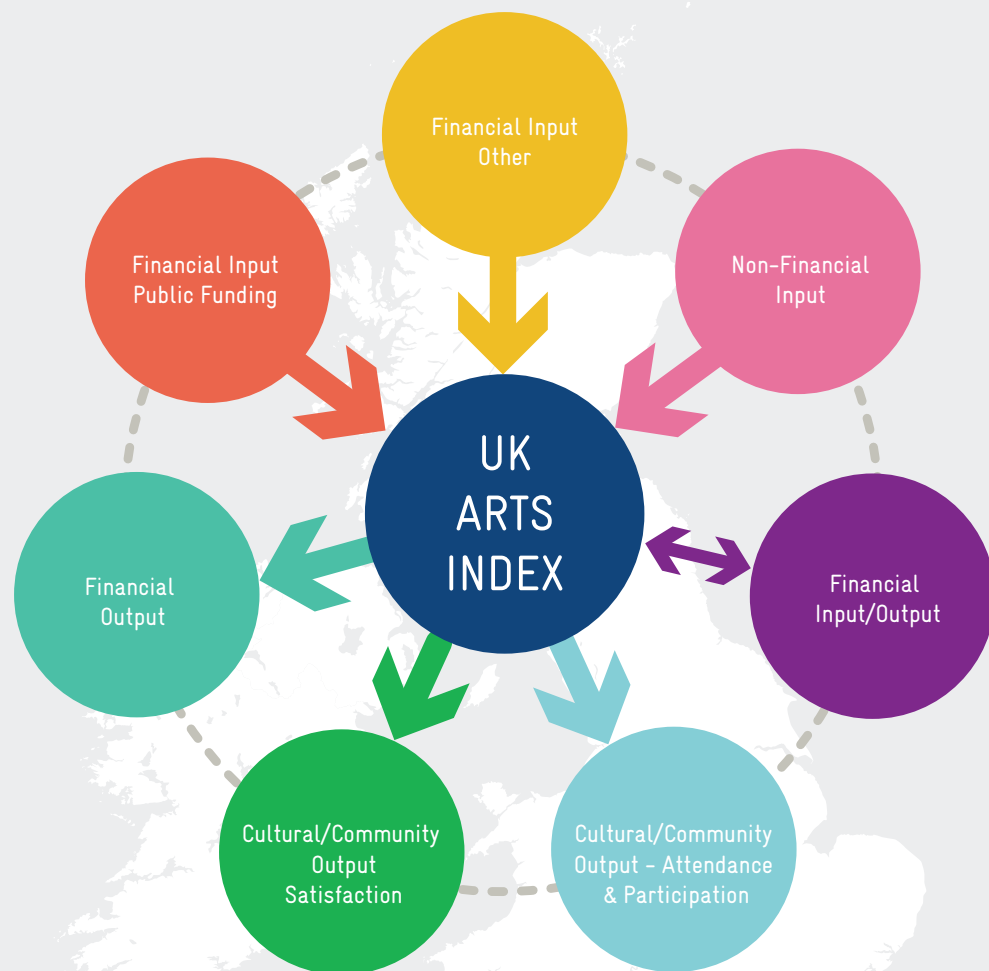
West End income is up. The West End remains a popular tourist destination, and the shows conceived further down the arts pyramid continue to grow and flourish on the top.

Earned income has gone up and so have volunteers, but staffing levels have gone down. Are arts organisations saving money by paying fewer people less? Correlation is not causation, but the Index allows us to discuss these possibilities.

There's a huge discrepancy in overall Index scores across the regions: 249 for Greater London and 61 for the East of England, for instance. With a big hit to local and national funding on the way, we're concerned that areas with low investment are going to be left behind.

Although we have seen a great growth in digital participation (which we expect to rise further as the government's plans to expand broadband coverage continue), live participation in the arts has dropped consistently across almost all areas. The NCA considers that digital reach is important, but live experience is key. Many of our member venues are facing closure; they must be protected, and Local Authority closures opposed.

# INDICATORS



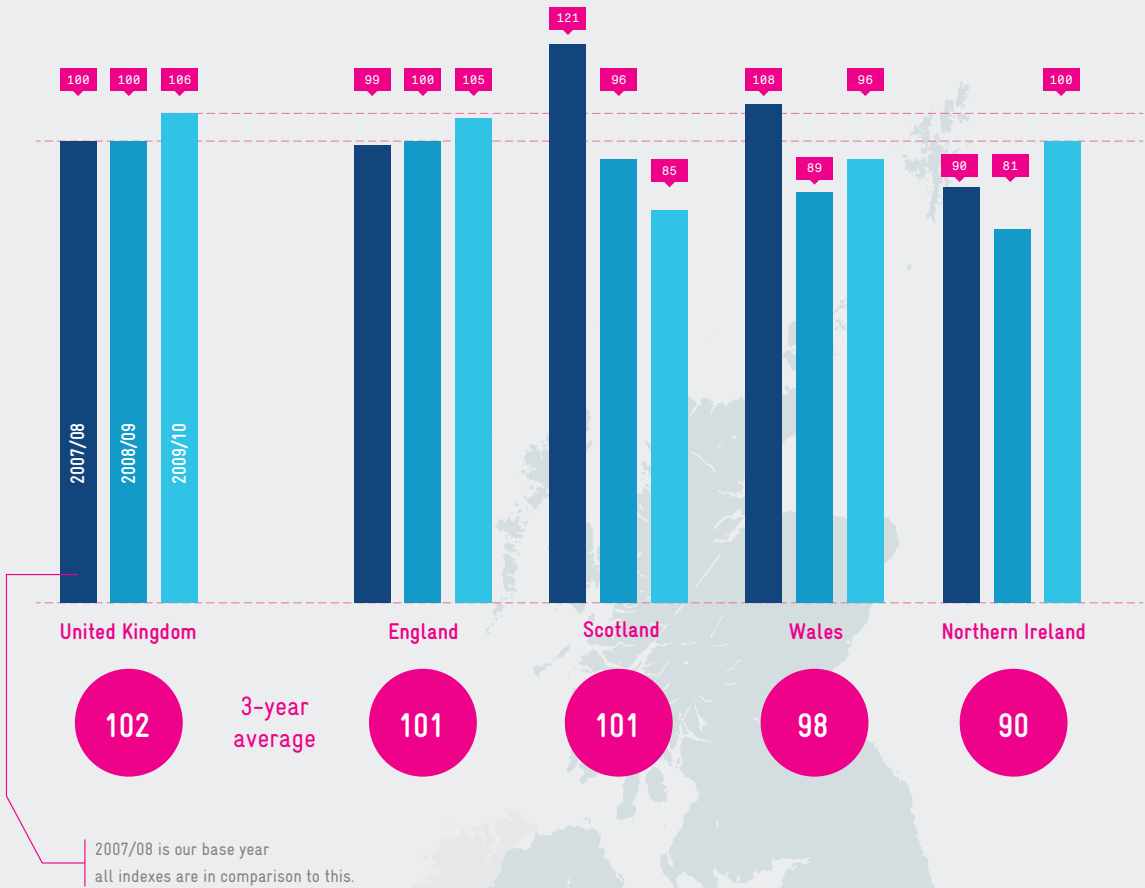
Twenty indicators were used to measure the health of the arts, chosen not just for relevance, but for reliability, stability and completeness across the UK.

- 1 Treasury Funding
- 2 Lottery Funding
- 3 Local Government Funding
- 4 Earned Income by RFOs
- 5 Business Contributions
- 6 Trust and Foundation Contributions
- 7 Individual Giving
- 8 HE Students Studying Creative Arts
- 9 Adult Volunteering
- 10 Combined Reserves of RFOs
- 11 Adult Attendance
- 12 Adult Participation
- 13 Children & Young People Engaged
- 14 Adults 'Digitally' Engaged
- 15 'High Quality' Experience
- 16 Satisfaction with Local Provision
- 17 Income from West End Theatre
- 18 Combined expenditure of RFOs
- 19 GVA of the Arts
- 20 Employment in the Arts

RFOs = Arts Council Regularly Funded Organisations  
GVA = Gross Value Added

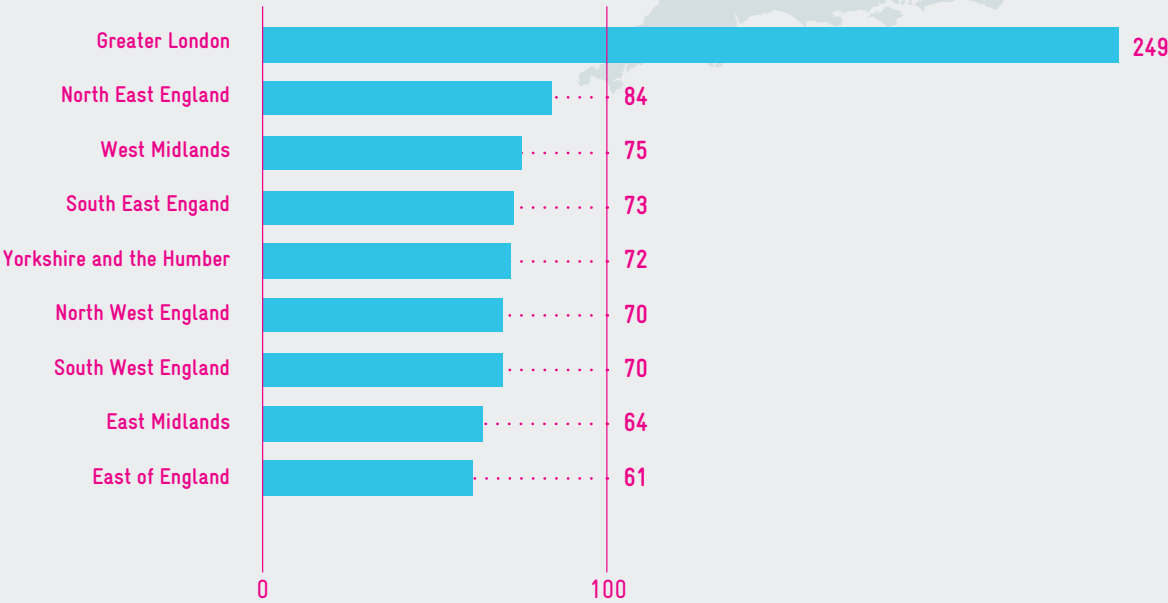
# COMPARING THE NATIONS

Showing the average Index over 3 years for each of the four nations.



# ENGLISH REGIONS

Showing the average Index over 3 years for each of the nine English Regions.



# KEY SWINGS

Movement of Index scores for the Indicators

2008/09

Earned Income  
by RFOs **+10**

Combined  
Expenditure of  
RFOs **+9**

Combined  
Reserves of  
RFOs **+5**

Treasury  
Funding

Local Government  
Funding

Satisfaction with  
Local Provision

Business  
Contributions **-6**

Trusts and  
Foundations  
Contributions **-7**

Individual  
Giving **-8**



Digital Attendance  
jumped significantly over  
last two years by **10%**  
from **25%** - **35%**



Treasury Funding  
**£1.89** East vs.  
**£22.43** London  
[2009/10 per person]



UK Individual Giving fell  
in the Regions - to **53p** in  
East Midlands and  
**£36.36** in London  
[09/10 avg per person]



UK Business  
Contributions fell to  
**£2.50** per person in 08/09  
and then **£2.20** in 09/10

2009/10

Lottery  
Funding **+40**

Adults  
Digitally  
Engaged **+39**

GVA of  
the Arts **+19**

Treasury  
Funding

Local Government  
Funding

Income from  
West End Theatre

Employment  
in the Arts **-9**

Individual  
Giving **-13**

Business  
Contributions **-17**

No Change

No Change

£2.50

£5.78

£5.48

£2.20

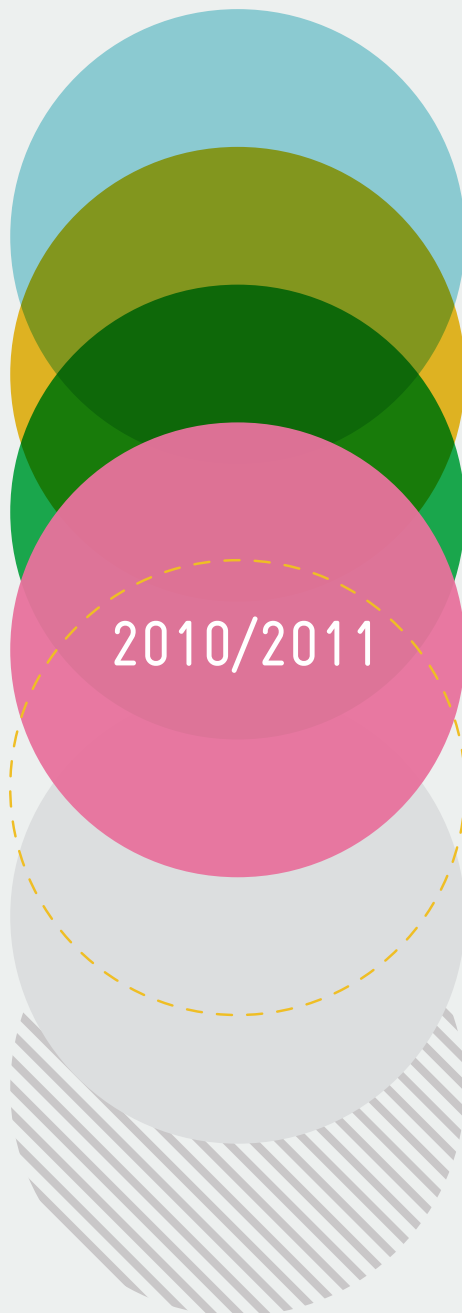
# FUTURE HEALTH OF THE ARTS

This is a taster report – next year's Arts Index, which brings us up to 2011, will reveal an even truer picture. We want to add more indicators and investigate the ones we have more closely.

Looking ahead, we expect the double squeeze of **15%** cuts to Arts Council England Funding and a **28%** fall in Local Authority funding to bite hard. The impact of local cuts on the wider economy will begin to be felt more strongly.

The blow will be softened slightly by Lottery funding. The Government is going to bring the National Lottery back to its original causes.

This is good news. When the Lottery began in 1995, **30%** of its funds went to the arts. It's now almost exactly half that. From a peak of **£526m** in 1996, grants have fallen steadily; the 2010 figure was **£133m**. We welcome the Department of Culture Media and Sport's announcement that the proportion of Lottery funds devoted to the arts will go up to **20%** by April 2012.



The Arts Index is an annual health-check for the arts. It lets us gauge the state of our industry, and notice and respond to trends both good and bad.

The Arts Index is published by the National Campaign for the Arts. In this leaflet we introduce the NCA and what it does, give you a taster of the Index's findings, and set out our vision for the next edition.

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