

Appendix H: Cultural Indicators

1 Resources

1.1 Creative Workforce

- Number of professional artists, by art-form
- Number of creative workers, by occupation and industry
- Artists/creative workers as proportion of total workforce
- Sociodemographic characteristics of the creative workforce:
 - gender distribution
 - age distribution
 - educational qualifications, etc.
- Identifiable skills gaps in creative workforce
- Identifiable losses of resources due to emigration, piracy, etc.

1.2 Creative Businesses

- Small and medium-sized enterprises (SMEs) in the creative sector, by industry or product group:
 - number
 - size
 - turnover
 - number of employees
 - creative SMEs as a proportion of total businesses
- Large domestic businesses producing cultural goods and services, e.g. film studios or publishing houses:
 - number
 - size
 - turnover relating to cultural output
- National/local subsidiaries of transnational cultural corporations:
 - number
 - size
 - turnover relating to cultural output

1.3 Cultural Institutions

- Museums, galleries, libraries, archives, cultural centres, etc.:
 - number
 - number of visitors, by category
 - size, turnover, budget
 - programmes for education, outreach etc.
- Theatres, cinemas, performing arts venues:
 - number



- number of attendees, by category
- size, turnover, budget
- education and outreach programmes, etc.
- State arts companies: dance and/or theatre companies, orchestras, etc.:
 - number
 - public funding, total and as a proportion of revenue
 - attendances
 - education and outreach programmes, etc.

1.4 Heritage Buildings and Sites

Number of buildings/sites accessible/not accessible to public:

- world heritage list
- national list
- local heritage register etc.
- Significant heritage clusters, such as historic town centres
- Number and type of visitors to publicly accessible buildings/sites:
 - from within the region
 - from outside the region
- Condition of heritage buildings/sites: proportions in good condition, needing restoration, etc.

1.5 Intangible Cultural Heritage

- Traditional creative skills
- Rituals, fairs, festivals:
 - number
 - frequency
 - visits
- Traditional knowledge of indigenous inhabitants:
 - stories, images, music, etc.
 - land management
 - biological resources and their use

2 Capacities

2.1 Government Participation

- Levels of public funding for culture, by purpose or recipient area:
 - total funding from national/local budgets
 - funding per head of population
 - funding as a proportion of total government outlays
 - funding for capital/operating expenditure
- Indirect financial support for culture:



- tax concessions in place for artists
- tax concessions for donors
- tax revenue forgone
- Support for creative businesses:
 - investment incentives
 - allowances for research and development
 - business incubators for creative SMEs
 - marketing assistance for businesses the creative sector
 - matching funding for sponsorship programmes etc.
- Regulation affecting the cultural sector:
 - copyright legislation and enforcement
 - local content rules for media
 - requirements for cinemas to show certain proportions of domestically-produced films
- Public governance:
 - existence of a municipal department of culture, Arts Council, etc.
 - existence of a municipal cultural policy
 - adherence to international cultural conventions

2.2 Private Sector Participation

- Businesses outside the cultural sector engaging with the arts/creative economy:
 - levels and types of cultural sponsorships undertaken
 - levels and types of cultural philanthropy
 - innovation in non-cultural businesses stimulated by employment of creative workers
- Individual philanthropy towards culture:
 - levels of cash and in-kind contributions
 - proportion of cultural to total levels of giving
- Volunteering in the cultural sector:
 - number of volunteers, by areas of the cultural sector
 - time commitment
 - estimated value to cultural organisations

2.3 Social Capital, Civil Society

- Number of cultural nongovernmental organisations
- Levels of trust in community
- Participation in community governance
- Number of clubs, societies and other membership associations in the cultural sector
- Community cultural centres:
 - number
 - facilities provided



- usage

2.4 Education/Training in Arts and Culture

- Arts training institutions: art schools, drama/dance schools, music conservatoria, film schools, etc.:
 - number, by area of the arts
 - number of staff, by category/type
 - number of students
 - number and type of graduates
- Arts and culture in school curricula
- Number of professional artists working in schools
- Private teachers in music, dance, drama, visual art, etc.:
 - number, by area of the arts
 - number of students
 - multilingual training in schools

2.5 Media and Communications

- Internet access:
 - number and proportions of community with broadband access
 - usage of internet for arts and cultural production, marketing, distribution
 - usage of internet for consumption of local cultural product
- Social media: Availability and usage for cultural purposes
- Culture-related programmes on radio and television:
 - number of local creative productions broadcast
 - proportion of local content in total output
 - arts/cultural programming for children

3 Outcomes

3.1 Economic Outcomes

3.1.1 Output of Cultural Goods and Services

- Volume and value of local production of cultural goods and services:
 - by product group
 - by industry
- Value added in local production of cultural goods and services:
 - by product group
 - by industry
- Value of cultural production per head of population
- Value of cultural production as a proportion of GDP:
 - at regional level
 - at national level



3.1.2 Employment

- Number of new jobs created for artists and creative workers:
 - in core arts industries
 - in wider and related cultural industries
 - in industries outside the cultural sector
- Increase in wages, salaries, incomes of creative workers
- Reduction in the need for artists to access unemployment assistance
- Increased opportunities for artists to work full-time at their creative work

3.1.3 Exports

- Volume and value of net exports of cultural goods and services from the city/region:
 - to other parts of the country
 - to other countries
- Proportion of cultural to total exports
- Import replacement by domestic production of cultural goods and services

3.1.4 Business Development

- Number of new creative business start-ups • Improvement in entrepreneurial skills in creative SMEs
- Creative clusters and hubs:
 - establishment
 - expansion
- Inward investment stimulated by cultural attractiveness of the city or region:
 - in cultural industries
 - in non-cultural industries
- Cultural content in city branding attractive to incoming business investment

3.1.5 Tourism

- Number of tourists whose visit involved some cultural consumption:
 - coming from inside the region
 - coming from the rest of the country
 - coming from abroad
- Tourist expenditure on admissions to cultural events or for participation in cultural activities:
 - heritage visits
 - performing arts venues
 - museums and galleries
 - other cultural tours and attractions
- Ancillary expenditure directly attributable to cultural tourism:
 - hotels, restaurants



- transportation
- Attitudinal data:
 - tourists' interest in local culture
 - cultural interactions with local community

3.1.6 Equity in Economic Outcomes

- Distribution of income and wealth:
 - trends in Gini coefficient
 - gap between richest and poorest members of society
- Poverty alleviation facilitated by creative economy development:
 - number of jobs created
 - increase in income levels
- Economic initiatives to ensure equitable community access to cultural participation and enjoyment:
 - free admission to public cultural institutions
 - affordable prices for admission to paid cultural events
 - programmes to assist low-income or disadvantaged groups to access cultural resources.

4 Social Outcomes

4.1 Social Cohesion, Cultural Diversity

- Cultural identity:
 - proportions of different ethnicities in the local population
 - shared/common elements in local cultural identity
 - distinctive features of cultural identity unique to city or region
 - languages spoken at home
- Intercultural dialogue and engagement:
 - platforms for inter-ethnic contact and exchange
 - multicultural clubs, societies, associations
 - festivals, fairs, etc., celebrating cultural diversity
 - valorisation of “interculturality” in schools
- Social capital, peace and security:
 - trust towards individuals and institutions
 - lack of crime, violence
 - lack of inter-ethnic conflict
 - tolerance, openness in social interaction.

4.2 Human Rights and Non-discrimination

- Gender equality:



- proportion of women working in cultural sector
- proportion of women in decision-making or gatekeeping positions
- equity in women's access to cultural participation
- non-discrimination against women on cultural grounds
- male/female earnings gaps
- Minority rights:
 - recognition of appropriate cultural rights and consistency with basic human rights
 - freedom of religion
- Freedom of expression, no arbitrary censorship

4.3 Educational Outcomes

- Number of children studying arts/cultural subjects in school
- Number of children engaged in extra-mural artistic activities, including:
 - learning a musical instrument, singing
 - art classes, ballet classes, drama classes
 - creative writing programmes
 - Number of artists employed as teachers in schools
 - Number of graduates from arts training institutions.

5 Cultural Outcomes

5.1 Cultural Consumption and Engagement

- Attendance at cultural events and cultural institutions:
 - Number of attendees, by event/institution type
 - number attending cultural events/institutions, as a proportion of population
 - composition of audiences, by age, gender, etc.
- Expenditure on cultural goods and services, by type:
 - by individuals
 - by households
 - cultural expenditure, as a proportion of total consumption expenditure.

5.2 Cultural Participation and Creative Activity

- Number of people engaged in active artistic pursuits including (indicative list only):
 - creative writing
 - amateur theatricals
 - music-making
 - visual art, craft, photography
- Time devoted to cultural activities, by type:
 - passive consumption
 - active participation
- Volunteering in cultural institutions:



- number of people volunteering
- proportions of time spent

5.3 Art-form Development

- New work produced, by art-form
- Public art:
 - Number of new commissions
 - expenditure
- Innovative use of new media in the arts:
 - in production/distribution
 - to expand and extend consumption
- New ways to express local cultural identity in art works
- Cultural maintenance:
 - restoration of built heritage
 - conservation of art works and artefacts
 - maintenance of locally-based cultural skills and traditional knowledge.

5.4 Culture in External Relations

- Touring outside the region by local artists and groups:
 - other parts of the country
 - abroad
- Representation of local artists in foreign art fairs, etc.
- Visits by artists and groups from outside the region
- Artists' exchanges
- Twinning with other cities to improve cultural branding

6 Environmental Outcomes

6.1 Educational Strategies

- Use of arts to raise public awareness of environmental issues:
 - visual art exhibitions on environmental themes
 - drama, music, dance with environmental content on stage
 - creative content in film, television, social media to convey environmental messages
- Active engagement by children in creative activities dealing with environmental questions:
 - at school
 - in the community

6.2 Arts as an Exemplar of Green Practice

- Environmental responsibility in arts organisations:
 - environmentally aware design principles for theatres, galleries etc.
 - energy efficiency in building operation and maintenance



- Individual artists:
 - demonstration of environmental responsibility in creative practice
 - promotion of sustainability principles through art

6.3 Traditional Knowledge

- Management of natural ecologies and landscapes by indigenous communities:
 - maintenance of skills
 - demonstration of best practice
- Access to traditionally recognised biological resources:
 - protection from exploitation
 - possible IP benefits

Source: (Isar, United Nations Conference on Trade and Development and United Nations Development Programme, 2013)

