



**a creative  
momentum  
project**

# Cultural Enterprise Index



**Whitaker  
Institute**



**O'É Gaillimh  
NUI Galway**

**CONNECTING CREATIVITY ACROSS  
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## About *a creative momentum project*

A three year (2015-2018), transnational project co-funded by the EU Interreg Northern Periphery and Arctic Programme, *a creative momentum project* focused on the development of the creative industries sector in regions across Europe's Northern Edge. This report emerged from the 'Intelligence and Influence' aspect of *a creative momentum project*. For information more visit: <https://mycreativeedge.eu/>

*Disclaimer: This report is prepared on behalf of a creative momentum project partnership. Every effort has been made to ensure the information it contains is correct. We cannot assume responsibility or have liability to third parties arising out of or in connection with this information being inaccurate, incomplete or misleading.*



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# 1. Introduction and context

Indices bring together a range of data to assist evaluation of complex concepts and phenomena, facilitating the measurement of progress over time (OECD, 2008). The creative and cultural sector is diverse and multifaceted, which has led researchers and policymakers to use indices as an assessment and analysis tool. For example, Richard Florida’s Creativity Index was published in 2002. The Creative City Index developed by Charles Landry and Johnathan Hyams was published in 2012. However creativity indices are rare in peripheral contexts. As part of *a creative momentum project* we have developed a series of indices assessing different aspects of creative and cultural sector development in the partner regions.

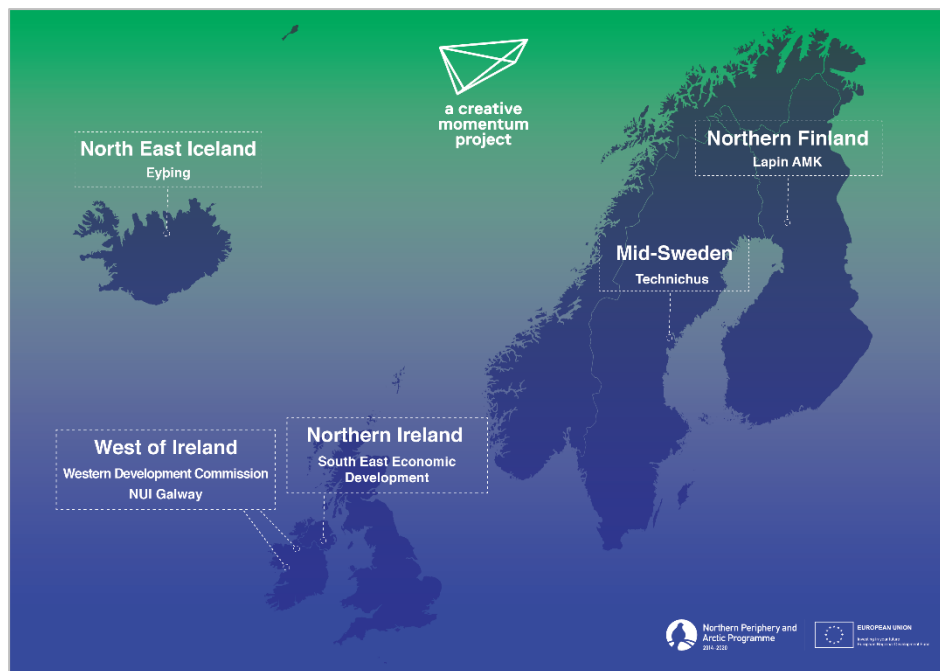
This report presents the ‘Cultural Enterprise Index’ which measures the relative regional performance of the cultural industries across *a creative momentum project* regions. It shows the comparative strengths and weaknesses of cultural industries sector in each of the partner regions. We also develop sub-indices to allow a more detailed picture to emerge, as well as assess change through time giving an insight on how performance is progressing.

Indices are composed of indicators of certain types of activity. In this Cultural Enterprise Index we use data on the number of cultural sector enterprises and employment in these enterprises as our core indicators (see Figure 1). These indicators provide important measures of cultural sector development. The regions focused on are the five peripheral European partner regions part of *a creative momentum project* (see Figure 2 and Appendix 1, Table 1a).

**Figure 1: Cultural Enterprise Index - Indicators**

1. Number of publishing enterprises
2. Number of Film, TV, Music and Radio enterprises
3. Number of Cultural Education, Arts and Recreation enterprises
4. Number employed in publishing enterprises
5. Number employed in Film, TV, Music and Radio enterprises
6. Number employed in Cultural Education, Arts and Recreation enterprises

**Figure 2: Creative Momentum Project Regions**



We distinguish cultural and creative as debate has differentiated them and this distinction is argued is important (e.g. see Smith and Warfield, 2008; Bakhshi and Cunningham, 2016; The Work Foundation, 2007). Informed by these debates, we use NACE codes to define the parameters of 'cultural enterprise' (see Appendix 1, Table 1b). To arrive at our index results we first standardised our data by population levels in each region and then used the 'distance to reference' method to arrive at a score. This method measures the distance between each indicator and the highest value for that indicator across the five regions. Indicators are weighted equally. This report presents summary tables for each index (see Figures 3 to 6) as well as summary results for each region (see Figures 7 to 11).

This index also comes with a number notes of caution. It should be understood as a pilot index testing how cultural sector development in peripheral regions might be measured. The index can help to open debate on cultural sector development and how to refine methods used to evaluate its development in peripheral contexts. The indicators chosen are important measures of cultural sector development, but they are also one-dimensional statistical indicators. The results should be used as one part of a wider evidence base evaluating cultural sector development in the five peripheral regions. Comparative analysis of performance

helps us identify similarities and differences across the regions. However, the index only compares the five partner regions which is a narrow range of comparison. Nevertheless, this index acts as a helpful tool to understand the relative strengths and weaknesses of the cultural enterprise sector in these five regions

## 2. Results

### 2.1 Cultural Enterprise Index

The Cultural Enterprise Index combines all six indicators listed in Figure 1. North East Iceland performs best and has a medium to high level of development. The West of Ireland and Mid Sweden also perform well and both show a medium level of development. Northern Finland emerges on the lower end of the scale with a medium to low level of development. The South East of Northern Ireland emerges as the lowest developed based on the Cultural Enterprise Index results. Looking at change overall for the 2012 to 2015 period, the scores of all regions except Northern Finland show some level of increase (see Figure 3).

#### 2.1.1 Publishing Sub Index

This Sub Index combines two indicators – the number of publishing enterprises, as well as employment in these enterprises. North East Iceland also performs best on the Publishing Sub Index showing a high level of development for 2012 to 2015. Both Northern Finland and Mid Sweden also perform well showing a medium level of development in 2015. Both South East Northern Ireland and the West of Ireland show lower levels of development on the Publishing Index and fall into the bottom quarter the development scale. Looking at change overall for the 2012 to 2015 period, scores show an increasing trend overall indicating this is a stable and perhaps positively developing sector (see Figure 4).

#### 2.1.2 Film, TV, Music and Radio Sub Index

This Sub Index combines two indicators – the number of film, TV, music and radio enterprises, as well as employment in these enterprises. The West of Ireland performs best on the Film, TV, Music & Radio Sub-Index showing an overall high level of development. Mid Sweden also performs well with a medium to high score across the 2012 to 2015 period. North East Iceland emerges with a medium score in 2015. Both Northern Finland and South East Northern Ireland fall into the bottom quarter of the development scale

with a medium to low score. Looking at change overall for the 2012 to 2015 period, scores show a broadly decreasing trend indicating this is a vulnerable sector. This trend emerged most clearly in Northern Finland which fell from a score of 31 in 2012 to 21 in 2015 (see Figure 5).

### 2.1.3 Cultural Education, Arts and Recreation Sub Index

This Sub Index combines two indicators – the number of cultural education, arts and recreation enterprises, as well as employment in these enterprises. North East Iceland performs best on the Cultural Education, Arts and Recreation Sub-Index showing a high level of development. The West of Ireland and Mid Sweden also perform well and both show a medium to high level of development. Both South East Northern Ireland and Northern Finland show lower levels of development and fall into the bottom fifth of the development scale. Looking at change overall for the 2012 to 2015 period, scores show an increasing trend in South East Northern Ireland and the West of Ireland. Mid Sweden appears stable while Northern Finland and North East Iceland have an overall decreasing score over the 2012 to 2015 period (see Figure 6).

## 3. Conclusions and regional focus

Rather than comparing regions with each other, looking at each regions overall performance helps to indicate where strengths and weaknesses lie, pointing to areas of future research and policy debate.

The West of Ireland has a clear strength in the peripheral regional context based on its score in the Film, TV, Music and Radio Sub Index. However, this score decreased over 2012 to 2015 (see Figure 7). To continue to build on this regional strength, the results suggest examination of the potential and need for stronger regional support schemes for the media sector.

While South East Northern Ireland's cultural enterprise sector emerged as having a low level of development when compared to the other four regions, growth is observed in index scores across the Cultural Enterprise Indices (see Figure 8). This indicates that while a low critical mass may exist in the region it has a developing cultural enterprise sector.



Based on its score in the Film, TV, Music and Radio Sub Index, this is a key strength of the Mid Sweden region. While a small decrease is observed over the 2012 to 2015 period, the sector appears relatively stable. Alongside this, the region's score on the Cultural Education, Arts and Recreation Sub Index is also strong (see Figure 9). Synergies between sub sectors of the creative and cultural industries are important to support growth. Future direction of support schemes to develop the cultural sector in Mid Sweden could assess synergies between these sectors to help maintain and further develop these existing strengths.

Northern Finland's cultural enterprise sector emerged at a relatively low level of development across the Cultural Enterprise Indices. It did however show relative strength in the publishing industries. The other indices showed declining scores over the period in this region (see Figure 10). Again, looking at synergies between sectors could help support more balanced development across cultural industry sectors.

North East Iceland performed well across the Cultural Enterprise Indices. Its weakest score was in the Film, TV, Music and Radio Sub Index (see Figure 11). This is the smallest of the partner regions. Our report analysing creative sector supports in the region found that the broader cultural infrastructure (e.g. local organisations, education institutions) is an important factor that has facilitated creative sector development. A strong cooperative culture among creative professionals was also found to exist (Murtagh and Collins, 2018). This evidence combined with the index results reiterate that the creative sector is similar to an ecosystem, with a number of interacting elements enabling it to function effectively (Crossick and Kaszynska, 2016).



Figure 3

# Cultural Enterprise Index

Scores 2012 to 2015

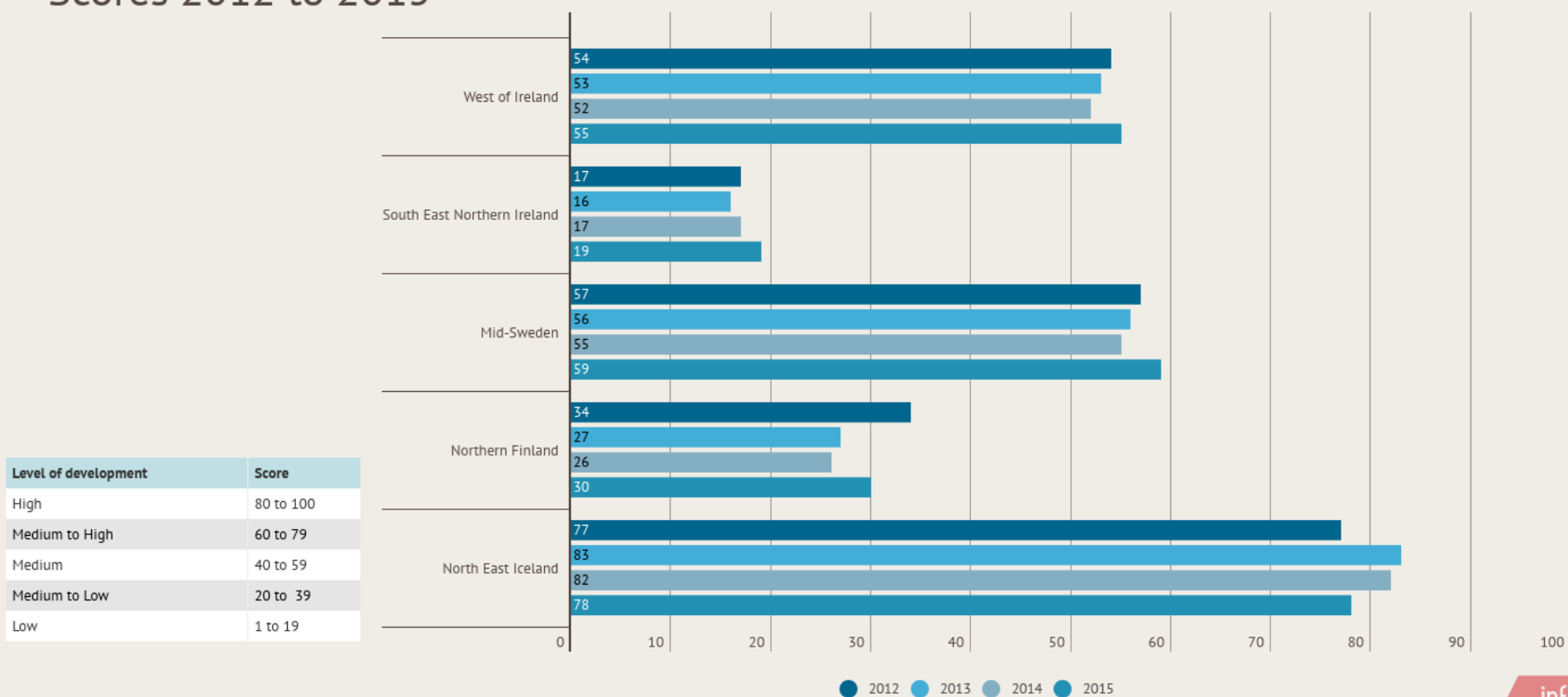


Figure 4

# Publishing Sub-Index

Scores 2012 to 2015

Level of development	Score
High	80 to 100
Medium to High	60 to 79
Medium	40 to 59
Medium to Low	20 to 39
Low	1 to 19

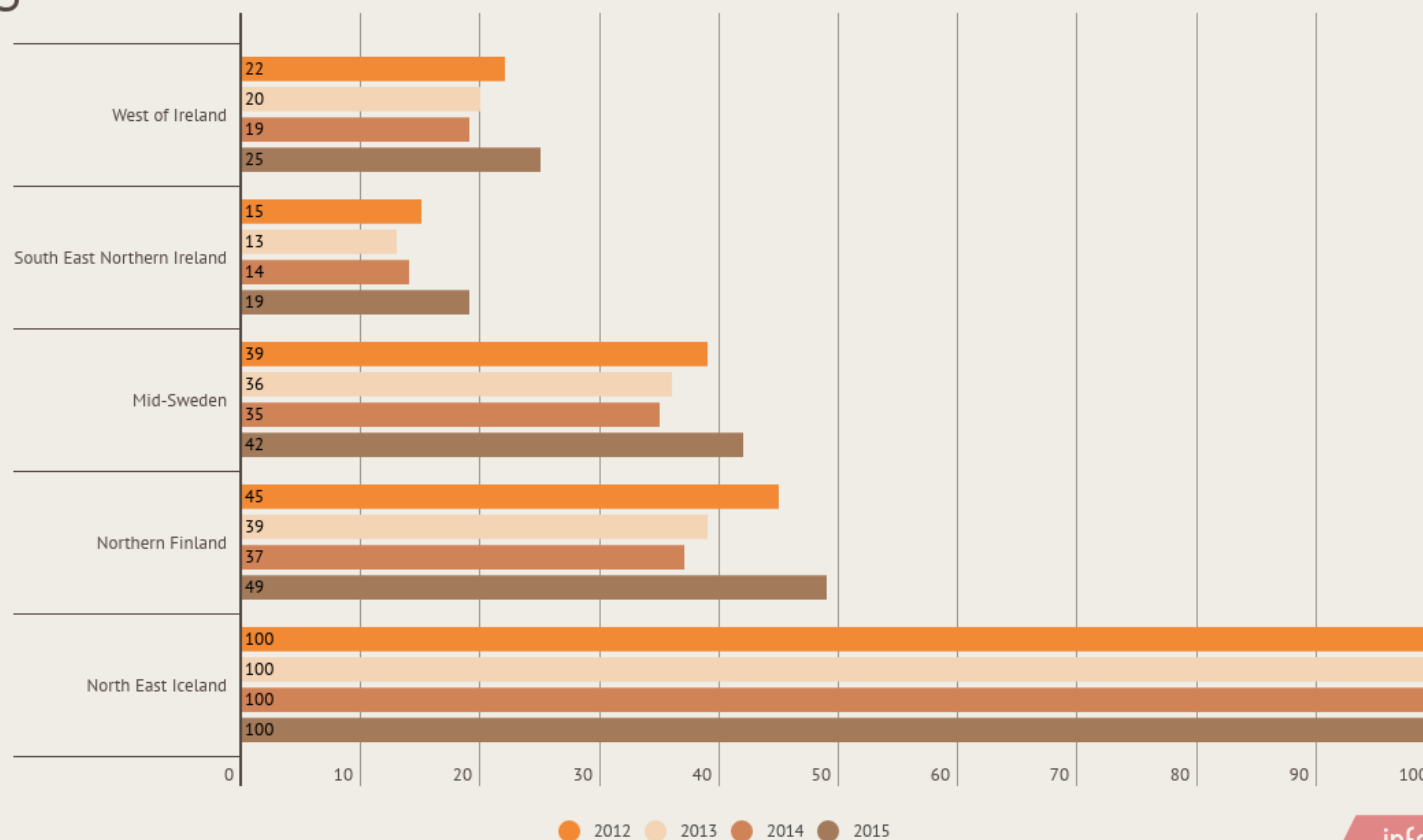


Figure 5

# Film, TV, Music & Radio Sub-Index

Scores 2012 to 2015

Level of development	Score
High	80 to 100
Medium to High	60 to 79
Medium	40 to 59
Medium to Low	20 to 39
Low	1 to 19

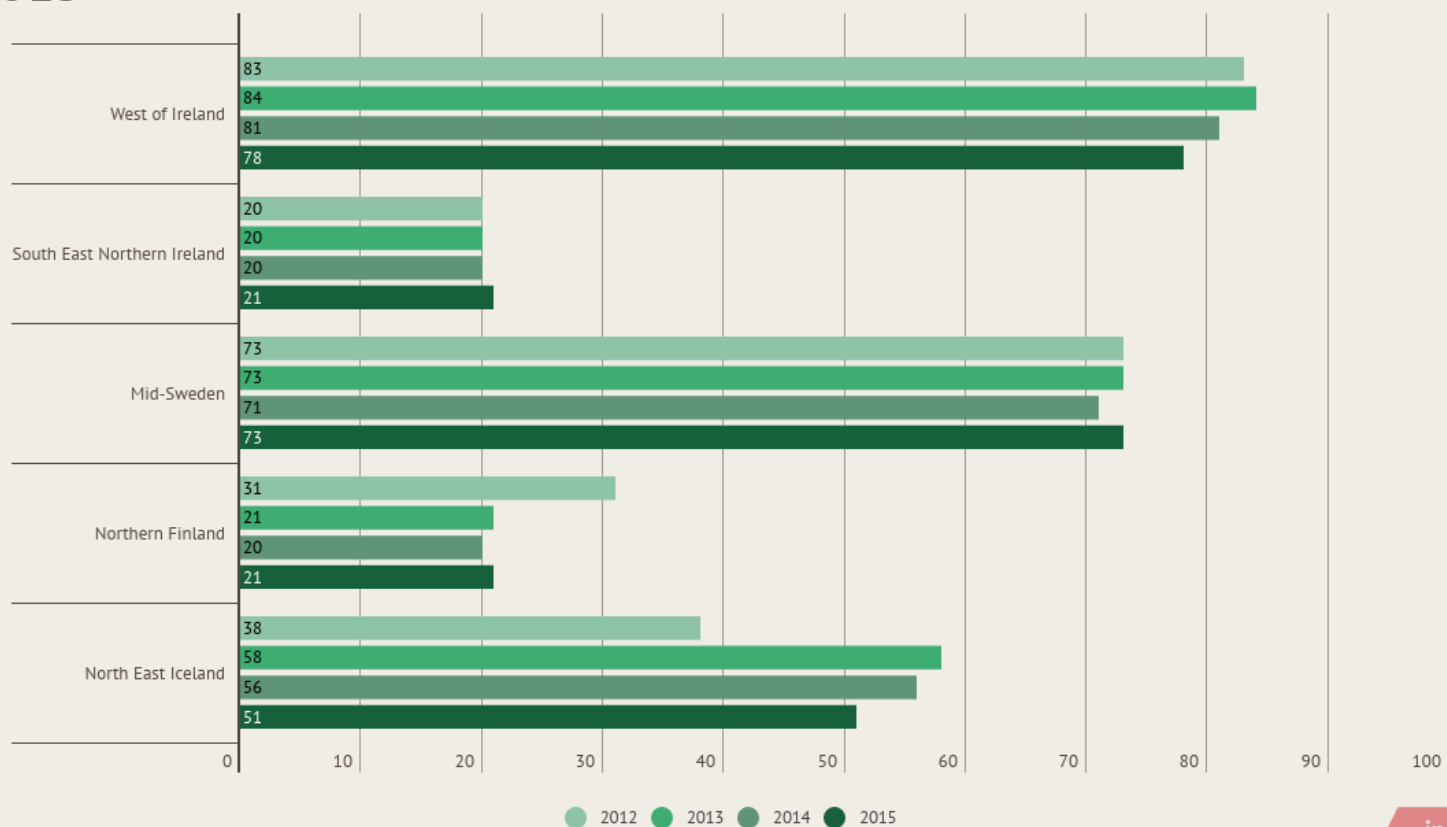


Figure 6

# Cultural Education, Arts and Recreation Sub-Index

Scores 2012 to 2015

Level of development	Score
High	80 to 100
Medium to High	60 to 79
Medium	40 to 59
Medium to Low	20 to 39
Low	1 to 19

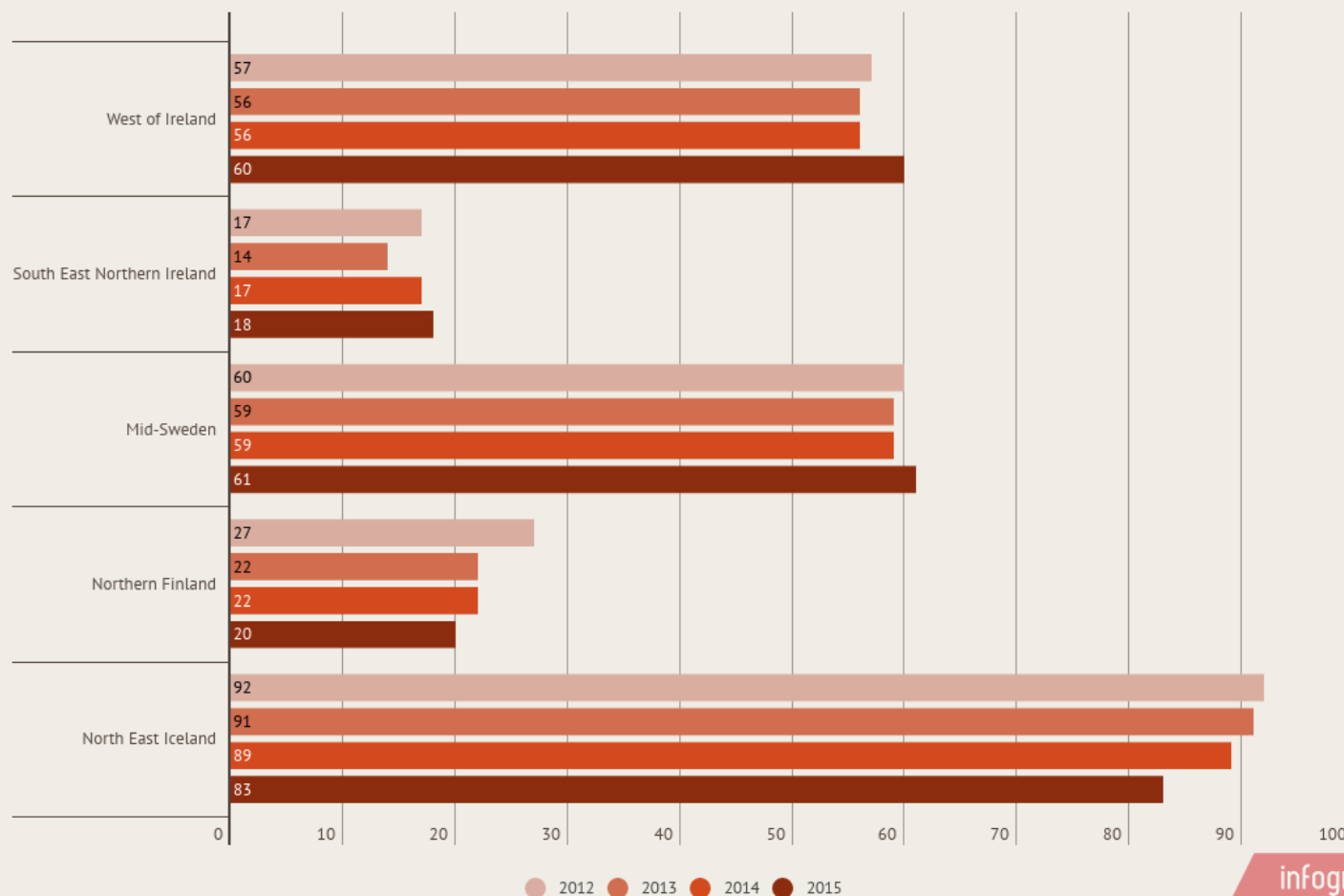


Figure 7

## Cultural Enterprise Development Indices 2012-2015 WEST OF IRELAND

2015  
Cultural  
Enterprise  
Index

55/100

+1%

2012 - 2015

Sub Index 1:  
Publishing

25/100

+14%

2012-2015

Sub Index 2:  
Film, TV,  
Music & Radio

78/100

-5%

2015-2015

Sub Index 3:  
Cultural  
Education,  
Arts and  
Recreation

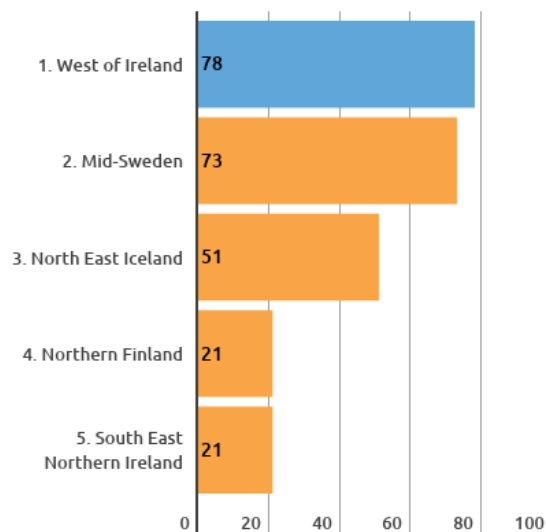
60/100

+6%

2012-2015

### Comparative Performance: Creative Momentum Project Regions

2015 - Best performance in Film, TV, Music & Radio Sub-Index



#### CULTURAL ENTERPRISE INDEX 2015

MEDIUM  
LEVEL OF DEVELOPMENT RANK 3

#### PUBLISHING SUB-INDEX 2015

MEDIUM  
TO LOW  
LEVEL OF DEVELOPMENT RANK 4

#### CULTURAL EDUCATION, ARTS AND RECREATION SUB-INDEX 2015

MEDIUM  
TO HIGH  
LEVEL OF DEVELOPMENT RANK 3

### Indices results: 2012 - 2015

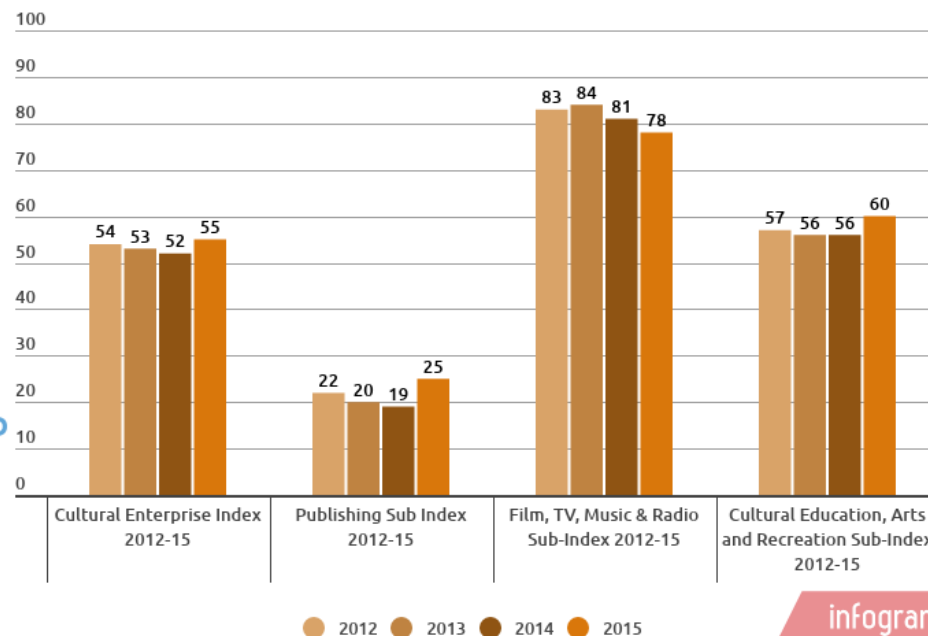


Figure 8

## Cultural Enterprise Development Indices 2012-2015

SOUTH EAST NORTHERN IRELAND

2015  
Cultural  
Enterprise  
Index

19/100

+12%

2012 - 2015

Sub Index 1:  
Publishing

19/100

+24%

2012-2015

Sub Index 2:  
Film, TV,  
Music & Radio

21/100

+5%

2015-2015

Sub Index 3:  
Cultural  
Education,  
Arts and  
Recreation

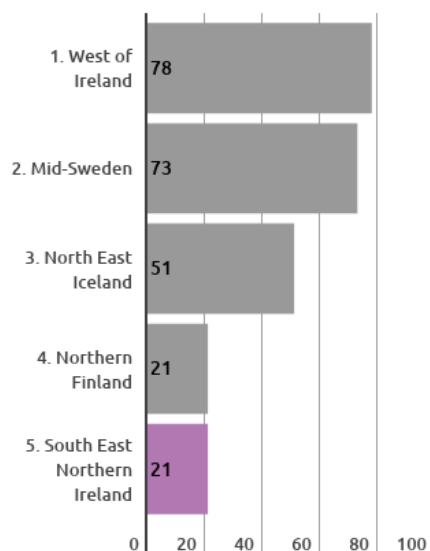
18/100

+8%

2012-2015

## Comparative Performance: Creative Momentum Project Regions

2015 - Best performance in Film, TV,  
Music & Radio Sub-Index



### CULTURAL ENTERPRISE INDEX 2015

LOW

LEVEL OF DEVELOPMENT

5

RANK

### PUBLISHING SUB-INDEX 2015

LOW

LEVEL OF DEVELOPMENT

5

RANK

### CULTURAL EDUCATION, ARTS AND RECREATION SUB-INDEX 2015

LOW

LEVEL OF DEVELOPMENT

5

RANK

### Indices results: 2012 - 2015

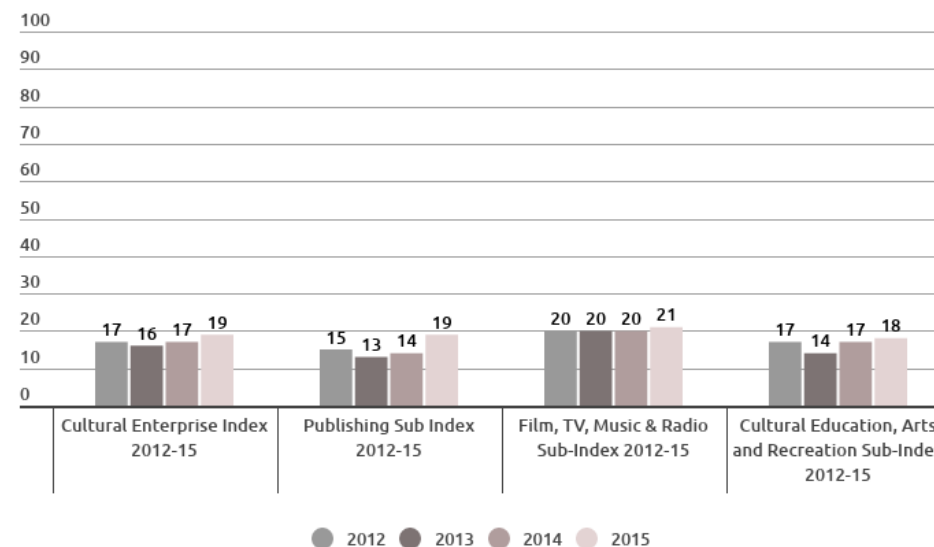


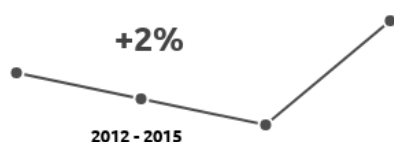
Figure 9

## Cultural Enterprise Development Indices 2012-2015

MID- SWEDEN (Västernorrland)

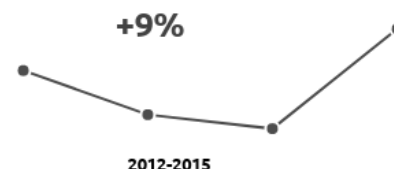
2015  
Cultural  
Enterprise  
Index

59/100



Sub Index 1:  
Publishing

42/100



Sub Index 2:  
Film, TV,  
Music & Radio

73/100



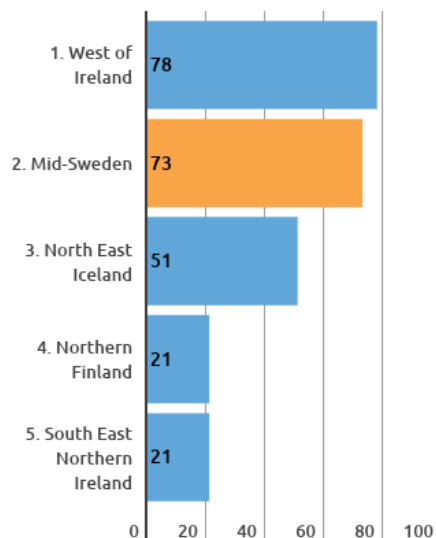
Sub Index 3:  
Cultural  
Education,  
Arts and  
Recreation

61/100



## Comparative Performance: Creative Momentum Project Regions

2015 - Best performance in Film, TV,  
Music & Radio Sub-Index



### CULTURAL ENTERPRISE INDEX 2015

MEDIUM

LEVEL OF DEVELOPMENT RANK

2

### PUBLISHING SUB-INDEX 2015

MEDIUM

LEVEL OF DEVELOPMENT RANK

3

### CULTURAL EDUCATION, ARTS AND RECREATION SUB-INDEX 2015

MEDIUM

TO HIGH  
LEVEL OF DEVELOPMENT RANK

2

### Indices results: 2012 - 2015

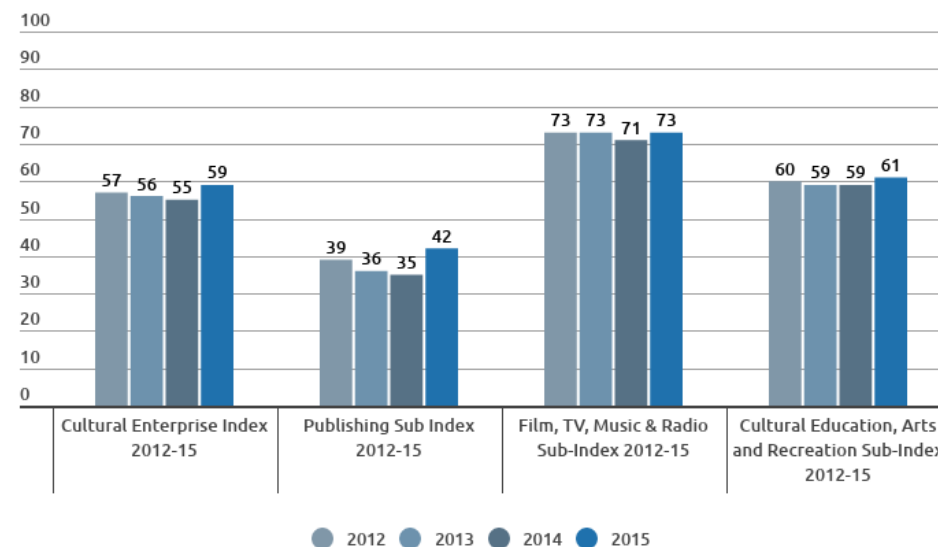




Figure 10

## Cultural Enterprise Development Indices 2012-2015

## NORTHERN FINLAND

2015  
Cultural  
Enterprise  
Index

30/100

-13%

2012 - 2015

Sub Index 1:  
Publishing

49/100

+8%

2012-2015

Sub Index 2:  
Film, TV,  
Music & Radio

21/100

-32%

2015-2015

Sub Index 3:  
Cultural  
Education,  
Arts and  
Recreation

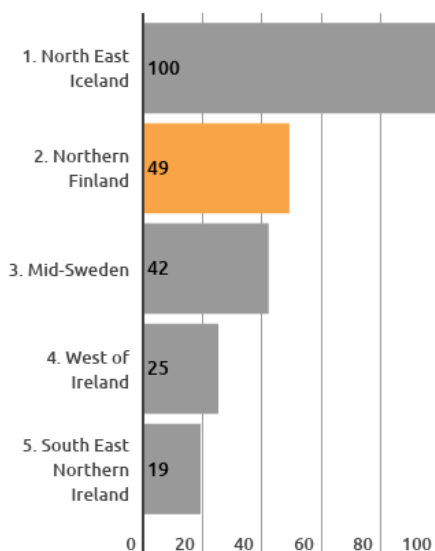
20/100

-25%

2012-2015

## Comparative Performance: Creative Momentum Project Regions

2015 - Best performance in  
Publishing Sub-Index



### CULTURAL ENTERPRISE INDEX 2015

MEDIUM  
TO LOW

LEVEL OF DEVELOPMENT

4

RANK

### FILM, TV, MUSIC & RADIO SUB-INDEX 2015

MEDIUM  
TO LOW

LEVEL OF DEVELOPMENT

4

RANK

### CULTURAL EDUCATION, ARTS AND RECREATION SUB-INDEX 2015

MEDIUM  
TO LOW

LEVEL OF DEVELOPMENT

4

RANK

### Indices results: 2012 - 2015

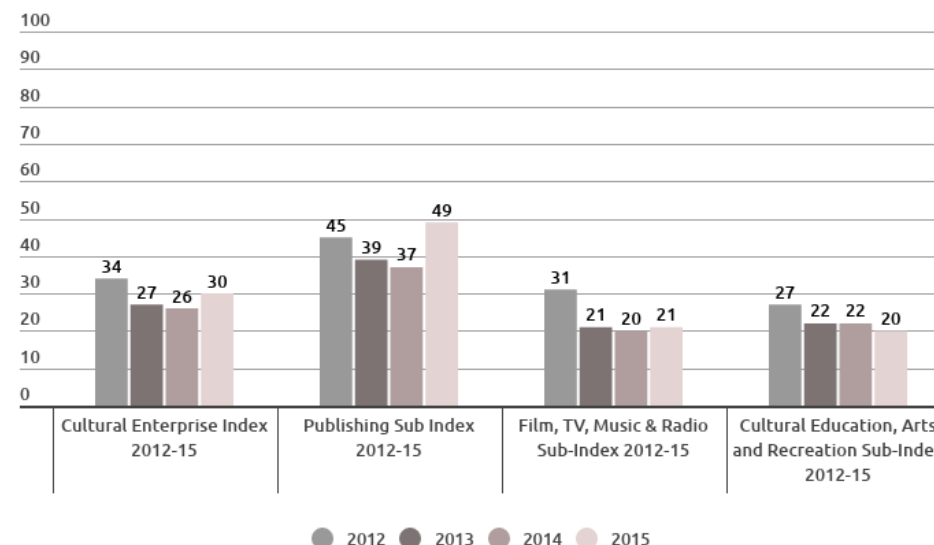


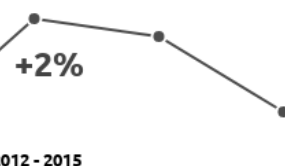
Figure 11

## Cultural Enterprise Development Indices 2012-2015

## NORTH EAST ICELAND

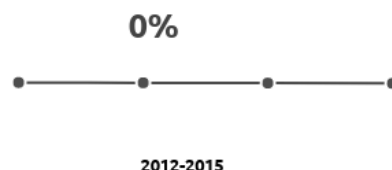
2015  
Cultural  
Enterprise  
Index

**78/100**



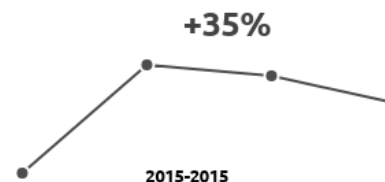
Sub Index 1:  
Publishing

**100/100**



Sub Index 2:  
Film, TV,  
Music & Radio

**51/100**



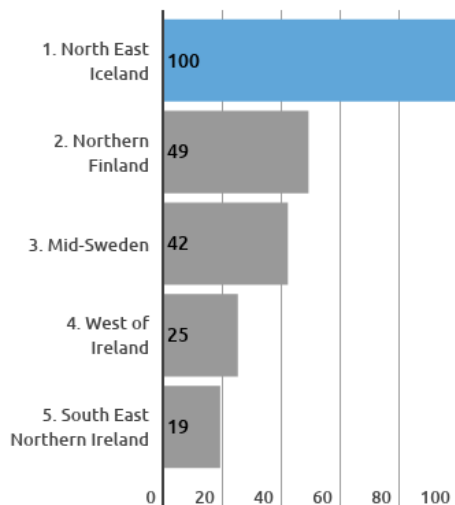
Sub Index 3:  
Cultural  
Education,  
Arts and  
Recreation

**83/100**



## Comparative Performance: Creative Momentum Project Regions

2015 - Best performance in  
Publishing Sub-Index



### CULTURAL ENTERPRISE INDEX 2015

**MEDIUM  
TO HIGH**

LEVEL OF DEVELOPMENT

**1**  
RANK

### FILM, TV, MUSIC & RADIO SUB-INDEX 2015

**MEDIUM**

LEVEL OF DEVELOPMENT

**3**  
RANK

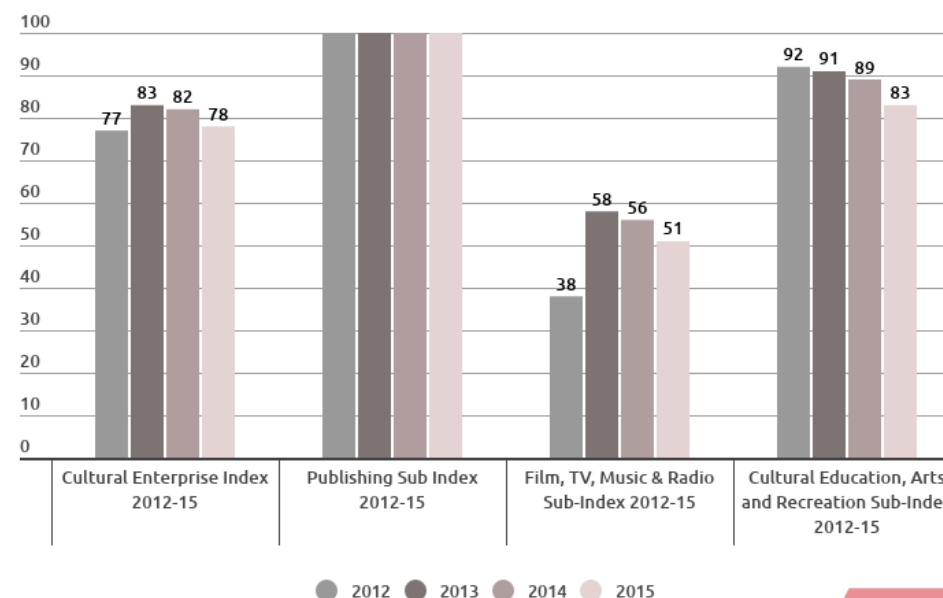
### CULTURAL EDUCATION, ARTS AND RECREATION SUB-INDEX 2015

**HIGH**

LEVEL OF DEVELOPMENT

**1**  
RANK

## Indices results: 2012 - 2015



## Appendix 1: Additional tables

### 1a. The Creative Momentum regions

Region	Specific area covered
North East Iceland	<u>13 municipalities:</u> Akureyri, Norðurþing, Fjallabyggð, Dalvíkurbyggð, Eyjafjarðarsveit, Hörgársveit, Svalbarðsstrandarhreppur, Grýtubakkahreppur, Skútustaðahreppur, Tjörneshreppur, Þingeyjarsveit, Svalbarðshreppur, Langanesbyggð
Mid-Sweden	<u>1 county:</u> Västernorrland (Härnösand, Kramfors, Sollefteå, Sundsvall, Timrå, Ånge, Örnsköldsvik)
Northern Finland	<u>2 regions:</u> Lapland, North Ostrobothnia
South East of Northern Ireland	<u>3 Local Government Districts:</u> Armagh City, Banbridge & Craigavon Borough Council; Ards & North Down Borough Council; Newry, Mourne & Down District Council areas
West of Ireland	<u>7 Counties:</u> Donegal, Sligo, Leitrim, Roscommon, Mayo, Galway and Clare

### 1b. Parameters used to define cultural industries

NACE code	Publishing
58.11	Book publishing
58.12	Publishing of directories and mailing lists
58.13	Publishing of newspapers
58.14	Publishing of journals and periodicals
58.19	Other publishing activities

NACE code	Film, TV, Music, Radio
59.11	Motion picture, video and television programme production activities
59.12	Motion picture, video and television programme post-production activities
59.13	Motion picture, video and television programme distribution activities
59.14	Motion picture projection activities
59.20	Sound recording and music publishing activities
60.10	Radio broadcasting
60.20	Television programming and broadcasting activities

NACE code	Cultural Education, Arts and Recreation
85.52	Cultural education
90.01	Performing arts
90.02	Support activities to performing arts
90.03	Artistic creation
90.04	Operation of arts facilities
91.01	Library archives activities
91.02	Museums activities
91.03	Operation of historical sites and buildings and similar visitor attractions
91.04	Botanical and zoological gardens and nature reserves activities
93.21	Activities of amusement parks and theme parks
93.29	Other amusement and recreation activities

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