Cultural Enterprise
Index
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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.
Contents

1. Introduction and context ................................................................................................................. 4

2. Results ............................................................................................................................................. 6
   2.1 Cultural Enterprise Index ............................................................................................................. 6
      2.1.1 Publishing Sub Index ............................................................................................................... 6
      2.1.2 Film, TV, Music and Radio Sub Index ..................................................................................... 6
      2.1.3 Cultural Education, Arts and Recreation Sub Index ................................................................. 7

3. Conclusions and regional focus ....................................................................................................... 7

Appendix 1: Additional tables .............................................................................................................. 18

Appendix 2: References ....................................................................................................................... 20
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 |
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 of 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).
Cultural Enterprise Index

Scores 2012 to 2015

<table>
<thead>
<tr>
<th>Level of development</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>80 to 100</td>
</tr>
<tr>
<td>Medium to High</td>
<td>60 to 79</td>
</tr>
<tr>
<td>Medium</td>
<td>40 to 59</td>
</tr>
<tr>
<td>Medium to Low</td>
<td>20 to 39</td>
</tr>
<tr>
<td>Low</td>
<td>1 to 19</td>
</tr>
</tbody>
</table>

Figure 3
Publishing Sub-Index
Scores 2012 to 2015

<table>
<thead>
<tr>
<th>Level of development</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>80 to 100</td>
</tr>
<tr>
<td>Medium to High</td>
<td>60 to 79</td>
</tr>
<tr>
<td>Medium</td>
<td>40 to 59</td>
</tr>
<tr>
<td>Medium to Low</td>
<td>20 to 39</td>
</tr>
<tr>
<td>Low</td>
<td>1 to 19</td>
</tr>
</tbody>
</table>

Figure 4
Figure 5

Film, TV, Music & Radio Sub-Index
Scores 2012 to 2015

<table>
<thead>
<tr>
<th>Level of development</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>80 to 100</td>
</tr>
<tr>
<td>Medium to High</td>
<td>60 to 79</td>
</tr>
<tr>
<td>Medium</td>
<td>40 to 59</td>
</tr>
<tr>
<td>Medium to Low</td>
<td>20 to 39</td>
</tr>
<tr>
<td>Low</td>
<td>1 to 19</td>
</tr>
</tbody>
</table>

- West of Ireland: 85, 80, 70, 65, 60, 55
- South East Northern Ireland: 20, 20, 20, 20, 20, 20
- Mid-Sweden: 75, 75, 75, 75, 75, 75
- Northern Finland: 35, 35, 35, 35, 35, 35
- North East Iceland: 30, 30, 30, 30, 30, 30

Scores for each region are shown for the years 2012 to 2015.
Figure 6

Cultural Education, Arts and Recreation Sub-Index
Scores 2012 to 2015

<table>
<thead>
<tr>
<th>Level of development</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>80 to 100</td>
</tr>
<tr>
<td>Medium to High</td>
<td>60 to 79</td>
</tr>
<tr>
<td>Medium</td>
<td>40 to 59</td>
</tr>
<tr>
<td>Medium to Low</td>
<td>20 to 39</td>
</tr>
<tr>
<td>Low</td>
<td>1 to 19</td>
</tr>
</tbody>
</table>

Infogram
Figure 7

Cultural Enterprise Development Indices 2012-2015

WEST OF IRELAND

2015

Cultural Enterprise Index

55/100

Sub Index 1: Publishing

25/100

Sub Index 2: Film, TV, Music & Radio

78/100

Sub Index 3: Cultural Education, Arts and Recreation

60/100

+1%

+14%

-5%

+6%

Comparative Performance: Creative Momentum Project Regions

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

1. West of Ireland

78

2. Mid-Sweden

73

3. North East Iceland

31

4. Northern Finland

21

5. South East Northern Ireland

21

CULTURAL ENTERPRISE INDEX 2015

MEDIUM

LEVEL OF DEVELOPMENT

RANK

PUBLISHING SUB-INDEX 2015

MEDIUM

LEVEL OF DEVELOPMENT

RANK

CULTURAL EDUCATION, ARTS AND RECREATION SUB-INDEX 2015

MEDIUM TO HIGH

LEVEL OF DEVELOPMENT

RANK

Indices results: 2012 - 2015
Figure 8

Cultural Enterprise Development Indices 2012-2015

SOUTH EAST NORTHERN IRELAND

2015 Cultural Enterprise Index 19/100
Sub Index 1: Publishing 19/100
Sub Index 2: Film, TV, Music & Radio 21/100
Sub Index 3: Cultural Education, Arts and Recreation 18/100

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
Cultural Enterprise Development Indices 2012-2015

**Figure 9**

- **2015 Cultural Enterprise Index**: 59/100 (+2%)
  - **Sub Index 1**: Publishing (42/100 +9%)
  - **Sub Index 2**: Film, TV, Music & Radio (73/100 -1%)
  - **Sub Index 3**: Cultural Education, Arts and Recreation (61/100 +1%)

**Comparative Performance: Creative Momentum Project Regions**

- **Cultural Enterprise Index 2015**
  - **1. West of Ireland**: 78 (Medium, Level of Development, Rank 2)
  - **2. Mid-Sweden**: 73 (Medium, Level of Development, Rank 3)
  - **3. North East Iceland**: 51 (Medium, Level of Development, Rank 3)
  - **4. Northern Finland**: 21 (High to Medium, Level of Development, Rank 2)
  - **5. South East Northern Ireland**: 21 (High to Medium, Level of Development, Rank 2)

Indices results: 2012 - 2015

- **Film, TV, Music & Radio Sub-Index 2015**

- **Cultural Education, Arts and Recreation Sub-Index 2015**

- **Cultural Enterprise Index 2012-15**

- **Publishing Sub-Index 2012-15**

**infogram**
Figure 10

Cultural Enterprise Development Indices 2012-2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Sub Index 1: Publishing</th>
<th>Sub Index 2: Film, TV, Music &amp; Radio</th>
<th>Sub Index 3: Cultural Education, Arts and Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>30/100</td>
<td>49/100</td>
<td>20/100</td>
</tr>
</tbody>
</table>

Comparative Performance: Creative Momentum Project Regions

- **2015 - Best performance in Publishing Sub-Index**
  - 1. North East Iceland: 100
  - 2. Northern Finland: 49
  - 3. Mid-Sweden: 42
  - 4. West of Ireland: 25
  - 5. South East Northern Ireland: 19

CULTURAL ENTERPRISE INDEX 2015

- **MEDIUM TO LOW LEVEL OF DEVELOPMENT**
  - **RANK**

- **FILM, TV, MUSIC & RADIO SUB-INDEX 2015**
  - **RANK**

- **CULTURAL EDUCATION, ARTS AND RECREATION SUB-INDEX 2015**
  - **RANK**
Figure 11

**Cultural Enterprise Development Indices 2012-2015**

<table>
<thead>
<tr>
<th>Year</th>
<th>Cultural Enterprise Index</th>
<th>Sub Index 1: Publishing</th>
<th>Sub Index 2: Film, TV, Music &amp; Radio</th>
<th>Sub Index 3: Cultural Education, Arts and Recreation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>78/100</td>
<td>100/100</td>
<td>51/100</td>
<td>83/100</td>
</tr>
</tbody>
</table>

**Comparative Performance: Creative Momentum Project Regions**

- **2015 - Best performance in Publishing Sub-Index**
  - North East Iceland: 100
  - Northern Finland: 49
  - Mid-Sweden: 42
  - West of Ireland: 25
  - South East Northern Ireland: 19

**Cultural Enterprise Index 2015**

- **Medium to High**
  - Level of Development: 1
  - Rank: 1

**Film, TV, Music & Radio Sub-Index 2015**

- **Medium**
  - Level of Development: 3
  - Rank: 3

**Cultural Education, Arts and Recreation Sub-Index 2015**

- **High**
  - Level of Development: 1
  - Rank: 1
Appendix 1: Additional tables

1a. The Creative Momentum regions

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

1b. Parameters used to define cultural industries

<table>
<thead>
<tr>
<th>NACE code</th>
<th>Publishing</th>
</tr>
</thead>
<tbody>
<tr>
<td>58.11</td>
<td>Book publishing</td>
</tr>
<tr>
<td>58.12</td>
<td>Publishing of directories and mailing lists</td>
</tr>
<tr>
<td>58.13</td>
<td>Publishing of newspapers</td>
</tr>
<tr>
<td>58.14</td>
<td>Publishing of journals and periodicals</td>
</tr>
<tr>
<td>58.19</td>
<td>Other publishing activities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NACE code</th>
<th>Film, TV, Music, Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>59.11</td>
<td>Motion picture, video and television programme production activities</td>
</tr>
<tr>
<td>59.12</td>
<td>Motion picture, video and television programme post-production activities</td>
</tr>
<tr>
<td>59.13</td>
<td>Motion picture, video and television programme distribution activities</td>
</tr>
<tr>
<td>59.14</td>
<td>Motion picture projection activities</td>
</tr>
<tr>
<td>59.20</td>
<td>Sound recording and music publishing activities</td>
</tr>
<tr>
<td>60.10</td>
<td>Radio broadcasting</td>
</tr>
<tr>
<td>60.20</td>
<td>Television programming and broadcasting activities</td>
</tr>
<tr>
<td>NACE code</td>
<td>Cultural Education, Arts and Recreation</td>
</tr>
<tr>
<td>-----------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>85.52</td>
<td>Cultural education</td>
</tr>
<tr>
<td>90.01</td>
<td>Performing arts</td>
</tr>
<tr>
<td>90.02</td>
<td>Support activities to performing arts</td>
</tr>
<tr>
<td>90.03</td>
<td>Artistic creation</td>
</tr>
<tr>
<td>90.04</td>
<td>Operation of arts facilities</td>
</tr>
<tr>
<td>91.01</td>
<td>Library archives activities</td>
</tr>
<tr>
<td>91.02</td>
<td>Museums activities</td>
</tr>
<tr>
<td>91.03</td>
<td>Operation of historical sites and buildings and similar visitor attractions</td>
</tr>
<tr>
<td>91.04</td>
<td>Botanical and zoological gardens and nature reserves activities</td>
</tr>
<tr>
<td>93.21</td>
<td>Activities of amusement parks and theme parks</td>
</tr>
<tr>
<td>93.29</td>
<td>Other amusement and recreation activities</td>
</tr>
</tbody>
</table>
Appendix 2: References


