

# WARWICK UK CITIES OF CULTURE PROJECT

## FUTURE TRENDS AUTHORS AND ABSTRACTS



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The Future Trends series, published as part of the Warwick UK Cities of Culture Project and commissioned by the AHRC, discusses ways of thinking about the value of culture: the importance of research in understanding the place of culture in everyday lives, its impact on local people, society, economy and wellbeing and prosperity at large; and how this research-informed approach connects with the needs of policy making. In this document, you will find a summary for each paper included in the Series.

### ***Titles in the Future Trends Series:***

Each title presents an expert analysis of current and future trends concerning key concepts or ideas, supported by case study evidence from Coventry UK City of Culture 2021. The seven titles in the series cover the following topics:

1. *INNOVATIONS IN ECONOMIC IMPACT ASSESSMENT*
2. *SOCIAL VALUE CREATION AND MEASUREMENT IN THE CULTURAL SECTOR*
3. *REASONS TO CO-CREATE*
4. *ADDRESSING CULTURAL AND OTHER INEQUALITIES AT SCALE*
5. *MAXIMISING AND MEASURING THE VALUE OF HERITAGE IN PLACE*
6. *MEASURING THE IMPACT OF ARTS AND CULTURE ON WELLBEING*
7. *BUILDING TRUST IN POLICING THROUGH ARTS COLLABORATION*

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## Paper 1: Innovations in Economic Impact Assessment and Future Directions



**Nick Henry** is Professor of Economic Geography at Coventry University. Given his previous role as Consulting Director, ICFGHK he has led Coventry University's support for the monitoring and evaluation of Coventry UK City of Culture 2021. He is a founding Director of Creative United.

**Dr Patrycja Kaszynska** is Senior Research Fellow at University of the Arts London. She is interested in the valuation practices shaping the articulations and measurement of cultural value.

**Graham Russell** is an economist and Chief Executive of AMION Consulting. He has directed numerous economic impact and evaluation studies including of cultural and heritage projects and programmes and has prepared guidance on subjects such as additionality and Cost Benefit Analyses.

Within UK public policy, economic impact assessment (EIA) has been a long run, mainstream staple in support of policy design, learning and assessment of the benefits to society of a policy intervention. In 2021, DCMS published its Cultural and Heritage Capital Framework in seeking to achieve its ambition for the full value of arts, culture and heritage to be recognised. Coventry UK City of Culture 2021 has sought to use an innovative approach to EIA to gain a more complete and better-grounded understanding of the benefits generated by this cultural mega-event. To support learning, development and good practice in the use of non-reductive valuation frameworks within the cultural and heritage sphere, this study introduces the EIA approach adopted by Coventry UK City of Culture 2021 and how this approach can be considered in relation to the new DCMS Cultural and Heritage Capital Framework.

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## Paper 2: Social Value Creation and Measurement in the Cultural Sector



**Dr Andrew Anzel** is a Research Fellow at the Warwick Business School. His research focuses on social value measurement, cultural policy, and organizational identity. Before his research career he was an arts producer in New York City.

**Dr Patrycja Kaszynska** is Senior Research Fellow at University of the Arts London. She is interested in the valuation practices shaping the articulations and measurement of cultural value.

**Dr Haley Beer** is the Lead of the Social Impact Evaluation of Coventry City of Culture 2021. She has consulted on impact measurement for organisations such as the Crown Estate, OECD, UNDP, and the Department for Communities and Local Government.

Can arts and culture change someone's life? Can a City of Culture change the lives of every person within a region? Social Value represents the value that people experience as a result of changes in their lives. Applied to the cultural sector, social value helps unpick how the arts might impact the lives of individuals and groups. This paper reviews the current understanding of creating and measuring social value in the cultural sector. To relate theory to practice, a case study of the Social Value Assessment for Coventry UK City of Culture 2021 is used to support and interrogate framing assumptions, and to articulate recommendations for future research and practice.

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## Paper 3: Reasons to Co-create



**Dr Patrycja Kaszynska** is Senior Research Fellow at University of the Arts London. She is interested in the valuation practices shaping the articulations and measurement of cultural value.

**Dr Andrew Anzel** is a Research Fellow at the Warwick Business School. His research focuses on social value measurement, cultural policy, and organizational identity. Before his research career he was an arts producer in New York City.

**Christopher Rolls** is Head of Training and Development for 64 Million Artists supporting partners to co-create with their communities. He is also a psychotherapist in private practice working with individuals and groups.

Co-creating is difficult, so why do it? Co-creation is a popular term, but the outcomes of co-creative practices and the reasons for doing it—the justifying whys—are poorly understood. This is a problem because, arguably, the value of co-creation cannot be understood independently of the reasons for which people co-create. We suggest that the value of co-creation is best understood in terms of what makes co-creation meaningful to those who participate and that it is best evaluated in accordance with the objectives reflecting these reasons: – the whys of co-creation described in this paper. This evaluation approach can be developed further through arts and humanities research and tested in future Cities of Culture.

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## Paper 4: Art For The Many Not The Few



**Dr Orian Brook** is the Chancellor's Fellow in Social Policy at the University of Edinburgh and AHRC Creative and Digital Economy Innovation Leadership Fellow 2019-2021.

**Mark Scott** is a Research Fellow at Warwick Business School, part of the University of Warwick. Before joining Warwick Business School, Mark was the Monitoring and Data Manager for the Coventry City of Culture Trust.

There is currently keen interest in the social inequalities in the creative economy. Publicly funded arts organisations are seeking new ways of engaging with communities to ensure art can be for the many and not the few. While the UK City of Culture programme, similar cultural mega-events rooted within place, and priority area funding programmes from Arts Council England have reduced spatial inequalities, they do not seek to reduce social inequalities as a priority. However, social and spatial inequalities are intrinsically linked, something that Coventry UK CoC 2021 was unique in recognising when it put hyper-local co-creation front and centre. By focusing on hyper-local offerings, the programme offered local proximity, (important to people who do not often engage with culture or who are in lower economic groups,) and the potential for a sense of ownership by the kinds of people who are most often missing from cultural spaces.

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## Paper 5: Maximising and Measuring the Value of Heritage



**Dr Graeme Evans** is Professor Emeritus at University of Arts London. He has advised the DCMS, Historic England and ACE on culture & regeneration and placemaking and convenes the RSA Mega Events Research network.

**Dr Geoff Willcocks** is Cultural Consultant in the Regional Strategy and Partnership Team at University of Warwick. He is also Vice Chair of Historic Coventry Trust and Chair of the Cathedral Quarter Alliance.

Heritage (tangible, natural, and cultural) and Place have a mutually symbiotic relationship, and much intangible heritage has a strong place-based association and origin. Both heritage and place are multi-layered and change over time, physically and through people's perceptions and values. All heritage is not, however, treated equally, and engagement and participation in heritage activity is uneven across social groups. We argue that greater focus is needed on hidden and everyday heritage, and also on the experience and interpretation of designated heritage assets in order to better reflect and represent contemporary society. UK Cities of Culture provide a valuable opportunity to drive place-shaping efforts and improve impacts from local heritage engagement through the involvement of host communities and the development of participatory co-produced research that employs socially engaged practices and spatial and visualisation approaches.

# WARWICK UK CITIES OF CULTURE PROJECT

## Paper 6: Measuring the Impact of Arts and Culture on Wellbeing



**Margherita Musella** is Head of Reviews and Evaluation at the What Works Centre for Wellbeing. An evaluator by background, she has over 10 years' experience using social impact measurement review methodologies to evaluate employability, heritage and wellbeing interventions in Italy and the UK.

As the UK's third City of Culture (CoC) award draws to a close, there is a unique opportunity to reflect on what works to improve wellbeing in place-based arts and culture. Each award is a testing ground for how to successfully embed systematic evaluation research practices in UK CoC programmes. Through this, we can understand how place-based arts and culture affect our quality of life, thereby informing policy and investment decisions.

Evaluations of wellbeing interventions and pilots constitute a key source of evidence on the drivers of our quality of life and social capital. So what does the growing body of evaluation research tell us about the wellbeing value of arts and culture interventions? What are the factors that enable wellbeing outcomes and reduce social inequalities?

This paper reflects on key findings from a new rapid review on what works to improve wellbeing in arts and culture interventions, connecting research findings with the priorities of policy-making. It looks ahead to future wellbeing and place-based research, making recommendations on how to generate and sustain wellbeing value creation through arts, culture, and heritage interventions.

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## Paper 7: Building Trust in Policing Through Arts Collaboration



**Professor Jacqueline Hodgson** is Professor of Law and Deputy Pro-Vice-Chancellor (Research) at the University of Warwick. Her work focuses on how the criminal justice process operates in practice in the UK and Europe.

**Dr Rachel Lewis** is a Postdoctoral Research Fellow in the School of Law at Warwick University. She works at the intersections between Law, Sociology, and Applied Linguistics, and is currently researching policing and the arts.

Can arts and culture play a role in addressing the current crisis in police legitimacy? Drawing on over 100 interviews and focus groups, this project evaluates the innovative partnership between West Midlands Police and Coventry UK City of Culture Trust to ask: Can police engagement through creative partnerships help to rebuild public trust and confidence?

It considers how the police can use arts and culture to build positive relationships with vulnerable, at-risk and seldom heard communities through collaborative working with arts practitioners and 3rd sector organisations. It also notes the suspicion still felt by some members of the public and community organisations, highlighting the ongoing need for a shift in police culture, long-term relationship-building with existing community organisations, and transparency of police objectives.