creativeyorkshire
the voluntary creative sector in Yorkshire and the Humber
Acknowledgements
The research team gratefully acknowledges the support of Malcolm Warrington at Arts Council England, Yorkshire.

In particular, however, we would like to gratefully acknowledge the work undertaken across the voluntary creative sector in working with us on this project.
Pyramid of Arts' bird project at the Kirkstall Festival, Leeds. Photo: Courtesy of Pyramid Arts
Foreword

We are indebted to the Creative Yorkshire research team for providing this snapshot of the contribution made by the voluntary creative sector to the Yorkshire and Humber creative economy.

The report builds on earlier regional creative industries work published in 2002. This new publication covers the principal characteristics of the voluntary creative sector, the impact on the communities that are served by these organisations, the ladders of progression experienced by the participants and members, evidence of partnerships with public agencies, information about people working in the sector and the contribution of the sector to skills development for employees and volunteers.

As with earlier studies, there is a breakdown of the financial resources available to these organisations and the sources of grant support and finance. The report concludes with a review of the issues that the voluntary creative sector considers important for its future development.

We know that there are risks attached to any snapshot view. We may have missed evidence of change or growth in a particular direction. However, we are aware that there is evidence for both change and growth in this region following the launch in 2002 of The Social Economy Development Framework, from the greater investment in the sector and from the related growth and maturity of the region’s social enterprises. The welcome establishment of the annual Federation of Organisations Trading in the Social Economy in Yorkshire and Humber – the Footsey 100 Trade Fair – confirms both the visibility and the viability of the wider social economy and its support networks.

We thank everyone from the voluntary creative sector for their contribution to this research and the Creative Yorkshire Steering Group for these new insights into this aspect of the regional creative economy.

Andy Carver, Executive Director, Arts Council England, Yorkshire
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Executive summary

The voluntary creative sector in Yorkshire and the Humber

The principal characteristics of the voluntary sector in Yorkshire and the Humber are:

- The sector across the region consists of an estimated 2,336 organisations composed of charities, social enterprises and clubs and societies. Depending on definition and calculation, this represents approximately 7.5% of the mean of all estimations for the numbers of organisations in the wider voluntary and community sector.
- There is a strong arts practice focus to the sector with approximately 85% of relevant organisations working in the fields of music, performing arts, visual arts and multi-arts activities.
- The sector is organised on strongly informal lines, with largely unincorporated community groups and clubs and societies accounting for nearly 74% of organisations in the sector.
- 75% of organisations have been in existence since at least 1990.
- The average size of active membership is 36 people.
- 54% of sector organisations have an active membership of between 1 and 50 people.

The impact of the voluntary creative sector

The self-reported impacts of the voluntary creative sector in Yorkshire and the Humber are:

- The focus of self-reported impacts is upon individual participants. The provision of opportunities for socialising and relaxation was the most frequently reported impact. However, the development of new skills was ranked as the second most frequently cited impact and the third was developing self-confidence in individuals.
- 42% of the sector consider the provision of services to the wider community as part of their activity. The most frequently cited services are the provision of specialist skills, personal development and opportunities to take part in informal training activities.
- The most frequently cited impacts upon individual users of those services are the creation of opportunities to take part in further volunteering activity or to take part in further educational activities. Paid employment, however, was cited as a user destination by 37% of those organisations that provide services to the community.
- There was a close correlation between service user progression into paid employment and those organisations that provided advice, guidance, formalised training and work experience. Other activities such as the development of specialist knowledge and mentoring were of less significance in the voluntary creative sector’s impact upon the employment prospects of service users.
- 15% of the sector provide work-related support activities for volunteers. The great majority of these organisations achieve this through specific support for personal development or through work experience measures.
68% of organisations were able to express an opinion upon the destinations of volunteers. As with service users, other voluntary activity was the most frequently cited destination. Paid employment was cited as an important destination for ex-volunteers with 20% of those who expressed an opinion.

The sector’s direct role in the delivery of wider public policy appeared to be fairly limited. Only 12% of organisations work in partnership with major public agencies. The most frequently cited areas were culture and leisure services, training and education and community development. The sector’s direct involvement in delivering economic regeneration was very limited.

People, working and skills in the voluntary creative sector

The principal employment and volunteering and training characteristics of the sector are:

- There are an estimated 9,000 employees in the voluntary creative sector in Yorkshire and the Humber. Of these, approximately half are full-time. Depending on definition and method of calculation, this represents approximately 15% of the mean of the various estimations for paid employment in the wider voluntary and community sector in the region. This suggests that voluntary creative sector organisations have twice the average employment of organisations across the voluntary and community sectors as a whole.

- 93% of all organisations in the voluntary creative sector were classified as micro-organisations in 2001.

- Between 2000 and 2001, the proportion of voluntary creative sector enterprises classified as small grew from 3.5% to 6% as a result of growth from the micro level and a measure of contraction at the medium size level.

- In servicing that growth, employers are looking for particular qualities in applicants. The most frequently desired qualities in applicants are relevant work experience and a proven track record. Personal qualities and competence in transferable skills closely follow these. Formal qualifications and other attributes such as ethical commitment and community awareness were of relatively low priority.

- 75% of employer organisations within the voluntary creative sector provide training for employees. The most frequently cited areas for training investment were in administration and information technology, perhaps reflecting the additional administrative loads acquired as organisations grow. These areas were followed by investment in creative skills, project management and transferable skills, again, reflecting the development of in-house creative capacity together with the need to address demands for project management and organisational development.

- 85% of employers that provide training use on-the-job training techniques. Where externally sourced training is secured it tends to take the form of short courses, conferences and seminars. Developmental styles of learning such as distance and online learning are not yet significant.

- The most frequently cited purpose of training is to update existing skills and to provide continuous professional development.

- 39% of sector organisations use the services of freelancers. The single-most frequently cited purpose (75% of relevant organisations) of freelancers is the provision of creative skills. Programme facilitation (workshop sessions, etc) is the second-most frequently cited purpose for hiring freelancers with 38% of relevant organisations. Much smaller numbers use freelancers for organisational purposes and fundraising.
Of those organisations that do use the services of freelancers, 42% subcontract less than 10% of their revenue-generating activity. However, 21% of organisations that use freelancers subcontracted more than 50% of their revenue-generating activities.

The estimated total number of volunteers in the creative sector in 2001 was 31,500, representing approximately 10% of the more conservative estimates for numbers of volunteers across the voluntary and community sector as a whole.

Financial resources in the voluntary creative sector

The key financial characteristics of the voluntary creative sector are:

- The voluntary creative sector is financially sustained by a mix of grants, income from trading activities, sponsorship, membership fees and various miscellaneous sources of financial support.
- On average, about 37% of sector organisations receive some form of grant support. Grant aid accounts, on average, for approximately 22–24% of revenue in any given year. The most common sources of grant support are local authorities, Arts Council England and other charitable sources.
- The balance of revenue is typically drawn from a mix of sources with membership subscriptions, autonomous fundraising activities and the sale of goods or services to private individuals being the most popular.

Future development of the voluntary creative sector

The future development needs of the voluntary creative sector are:

- 21% of sector organisations thought that their organisation suffered from one or more skill shortages. Advanced information technology skills and other technical skills were most frequently cited as in short supply. Very small numbers of organisations were experiencing shortages in transferable skills, project management and programme facilitation activities.
- The most frequently cited reason for shortages was a lack of relevant work experience in potential applicants. However, 40% of those reporting a skill shortage cited the short-term nature of work in the voluntary creative sector as acting as a disincentive for new entrants.
- 31% of sector organisations said that they were experiencing a shortage of volunteers. The most frequently cited reasons for this were volunteer reluctance to take on administrative tasks or to make a longer-term commitment to volunteering.
- The key external factors affecting the sector were lack of funding, the ageing demography of volunteering and the ability to recruit and retain both employees and volunteers.
- In dealing with barriers to future development, greater access to local authority funding was cited most frequently as an area for intervention. However, over 30% of sector organisations also thought that the voluntary creative sector needed bespoke financial initiatives.
Introduction

This report presents the findings of an initial investigation into the contribution made by the voluntary creative sector to the Yorkshire and Humber region. It is presented as a complementary piece of work to Creative Yorkshire: Strategies for a Creative Region (University of Leeds, 2002) and Creative Yorkshire: Case Studies for a Creative Region (University of Leeds, 2002).

Objectives

The specific objectives of the investigation were to:

- Describe and quantify the organisational characteristics of the voluntary creative sector.
- Describe and provide an initial quantification of its impact as a contributor to regional development.
- Identify and quantify the employment characteristics of the sector.
- Describe and quantify the financial characteristics of the sector.
- Identify key development issues for the sector.
- Make recommendations to assist in the future development of the sector.

The voluntary creative sector

The voluntary creative sector is a component element of the wider voluntary and community sector. In recent years, the voluntary and community sector has been drawn into development activity through regeneration programmes and closer linkages between the sector and public policy objectives. In Yorkshire and the Humber, the sector has been explicitly drawn into the work of region-wide development through the Regional Economic Strategy and the work of the Yorkshire and Humber Regional Forum (2001).

In 2001, the Yorkshire and Humber Regional Forum issued an initial assessment of the value of the voluntary and community sector to the region, focusing particularly on its role in the delivery of the Regional Economic Strategy. However, as that report noted:

“It is important to recognise that the sector's contribution cannot be measured in crude economic terms alone. Voluntary activity generally has a positive impact on the individuals involved and on society as a whole. Providing services for particular groups is often directly relevant to economic activity levels. Similarly, community organisations that initially appear removed from the local economy may provide learning and skills enhancement for individuals who would otherwise remain socially excluded and economically inactive”

Whilst the voluntary and community sector is sometimes presented as an economic force in its own right, perhaps its more significant economic impact is an indirect consequence of the role that voluntary or community based activity has in personal and social development. The primary purpose of this report is to present the findings of an investigation into how and to what extent the voluntary creative sector is achieving this impact.

**Definition and measurement**

Describing and quantifying the contribution of the voluntary sector as such is a task fraught with difficulties of definition and measurement.

A number of definitions of the voluntary and creative sector are in current use. These tend to vary in terms of breadth. The narrowest definition takes into account only those organisations constituted as charities. However, was such a definition to be applied to the voluntary creative sector, the results would omit many of the organisational types that characterise the creative sector that are not always constituted as charities. These include, for example, companies in a given artform. Similarly, there is anecdotal evidence that the creative sector has given rise to a number of social enterprise organisations that are again, not always constituted as charities. Perhaps rather more problematic are the wide range of unincorporated clubs and societies that characterise the organisation of many artform activities, particularly within music, visual art and performance. However, despite the difficulties of classification, these have been included here.

In terms of activities, the definition adopted here is based upon the 13 categories developed by the Department of Culture, Media and Sport as set out in the table below. Heritage and conservation activities have been added to this group.

**Figure 1: Analytical definition of the creative sector**

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<tr>
<th>The Creative Industries</th>
<th>Descriptors</th>
<th>SIC 92 Codes</th>
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<tr>
<td>Department of Culture, Media and Sport</td>
<td>Advertising</td>
<td>17.71 Manufacture of knitted and crocheted articles</td>
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<tr>
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<td>Architecture</td>
<td>17.72 Manufacture of knitted and crocheted pullovers, cardigans and similar articles</td>
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<td></td>
<td>Art and Antiques Markets Crafts Design</td>
<td>18.10 Manufacture of leather goods</td>
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<td>Designer Fashion</td>
<td>18.21 Manufacture of workwear</td>
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<td>Film and Video</td>
<td>18.22 Manufacture of outerwear</td>
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<td></td>
<td>Interactive Leisure Software Music Performing Arts Publishing Software and Computer Services</td>
<td>18.23 Manufacture of underwear</td>
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<td>18.24 Manufacture of other wearing apparel and accessories not otherwise classified</td>
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<td></td>
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<td>18.30 Dressing and dyeing of fur; manufacture of articles of fur</td>
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<td>19.30 Manufacture of footwear</td>
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<td></td>
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<td>22.31 Reproduction of sound recording</td>
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<td></td>
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<td>22.33 Reproduction of computer media</td>
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<th>The Creative Industries Descriptors</th>
<th>SIC 92 Codes</th>
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<td>52.48 Other retail sales in specialised stores</td>
<td>52.50 Retail sale of second hand goods in stores</td>
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<td>74.20 Architectural and engineering activities</td>
<td>74.40 Advertising</td>
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<td>74.81 Photographic activities</td>
<td>74.84 Other business activities not elsewhere specified</td>
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<td>92.13 Motion picture projection</td>
<td>92.20 Radio and television activities</td>
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<td>92.31 Artistic and literary creation and interpretation</td>
<td>92.32 Operation of arts facilities</td>
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<td>92.40 News agency services</td>
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<td>92.52 Museum activities and preservation of historical sites and buildings</td>
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However, it should be noted that for the purposes of the Standard Industry Classification System (third column in table above), voluntary sector organisations are not classified by their activities as in the table, but by their status. Thus Division 91 (Activities of membership organisations not elsewhere classified) and especially Class 91.33 (Activities of other membership organisations not elsewhere classified) in SIC 92 covers the voluntary sector regardless of activity. This makes any creative sector specific interrogation of the secondary data very problematic.

**Methodology**

The primary methodology used in this piece of work was a postal survey administered to a random stratified sample of voluntary creative sector organisations in February and March 2002. 1,500 organisations were contacted. There were 139 returned as undeliverable or incomplete. 235 substantially complete and usable responses were returned representing an effective return rate of 17.3% of those eligible to complete the survey.
1. The voluntary creative sector in Yorkshire and the Humber

This section summarises the principal organisational characteristics of the voluntary creative sector in Yorkshire and the Humber. Figure 2 is a summary profile of the voluntary creative sector by activity and location.

**Figure 2: The voluntary creative sector in Yorkshire and the Humber (database analysis)**

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<th>Architecture</th>
<th>Arts &amp; antiquities markets</th>
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Source: University of Leeds