

# Arts & Business

## Private Investment in Culture 2008/09: the arts in the new normal

Appendix



## Executive summary

Overview of the state of the arts, focusing on the changing relationship between the private sector and culture

## Tripod economy

Exploring the success of the mixed-funding economy and the relationship between public funding, private investment and earned income

## Private investment

Analysis of the current and future trends of private investment in culture in light of the recession, and beyond

## Maximising inward investment

Latest thinking on maximising and maintaining private investment, including the potential for 'corporate cultural diplomacy' and alcohol sponsorship

## Towards recovery

Looking at the challenges and opportunities for the cultural sector, and how it can become more sustainable and resilient

## Appendix

Our methodology, bibliography, acknowledgements and contributions

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# Methodology

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## Private investment in culture survey

Out of a population survey of 5,000, we received close to 1,000 responses (a 20% response rate), making up a representative sample of organisations of all artforms and sizes from all the regions and nations of the UK. This figure is consistent with our response rate from last year and we make sure that we have a constant sample of organisations responding every year, so our year-on-year comparison is very reliable.

Our respondents provided us with exact figures of the private investment received by their organisation for the financial year 08/09, which was then extrapolated to cover the whole of our original population base.

The extrapolation method is based on a projected investment band that each organisation is placed within (there are 8 bands ranging from null to over £20 million). This in turn is based on the amount of private investment each organisation is expected to receive, which is informed by one of four methods:

1. Asking the organisations directly which band they belong in
2. The amount of private investment they received last year
3. Local knowledge of the organisation (we have regional offices throughout the UK, who maintain personal relationships with the organisations in their regions)
4. Desk-based research.

The extrapolation process for organisations which haven't responded is then completed by developing a matrix on SPSS whereby their region, artform and band are used to calculate an extrapolated figure based on the actual responses.

Private investment from our actual responses accounted for 78% of the total extrapolated figure, which included most organisations within the top 3 bands and therefore makes the extrapolation method very robust.

## Market trends

Most of the figures and references in the Towards recovery section are sourced from a survey we conducted with our business stakeholders on regular intervals since August 2008. The sample size was much smaller than our Private investment in culture survey (35 respondents), but it was constant and representative (across regions and business sectors).

This meant that we could continue to temperature-test the sector by tracking and monitoring the changes in attitudes and priorities in a flexible way, in order to complement the arts perspective with the equivalent business thinking.

## Desk research

Many of the arguments in the report are supported by existing research, which we have sourced through research reports and national news – these have also served in contextualising some of our figures with the economy and the sector and comparing what is happening in the arts with what is happening elsewhere.

The case studies have also been collated through desk-research and publically available information.

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## **Tina Mermiri**

### **Research Manager**

Tina primarily manages in-house research, looking at current and upcoming trends in the way the private sector engages with culture.

Her interests include cultural consumption, the relationship between the arts and authenticity, cultural identity and the value of culture to businesses, society and the economy.

Prior to joining Arts & Business, Tina worked as a Researcher and Market Analyst at e-Media Institute. She also completed a Research Internship at Demos working on projects around culture and urban regeneration. She holds an MSc from the London School of Economics in Culture and Society (with social psychology), in addition to a Bachelors degree in Sociology.

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