



CREATING ECONOMIC & COMMUNITY PROSPERITY THROUGH  
**ARTS & CULTURE**



SOMERSET'S SECTOR  
SUPPORT ORGANISATION  
FOR ARTS & CULTURE

somerset  
arts business **cultural**  
**ALLIANCE**

[www.somersetculture.org.uk](http://www.somersetculture.org.uk)



## A Culture of Creativity & Growth For Somerset That Meets Community & Economic Needs

Somerset Arts Business Cultural Alliance (SABCA) is an innovative and creative organisation that understands that arts and culture can bring many benefits. From economics to place making. From community cohesion to health and wellbeing. It can boost the creative industries beyond county boundaries and its benefits extend more into areas of national, local and personal life than any other activity we do in society.

### Economy



#### Growth & Contribution

The arts and culture industry has grown £390million in a year and now contributes £10.8billion a year to the UK economy.\*



#### Jobs & Tax

The sector contributes £2.8billion a year to the Treasury via taxation, and generates a further £23billion a year and 363,700 jobs.\*



#### Productivity & GVA

Productivity in the arts and culture industry between 2009 and 2016 was greater than that of the economy as a whole, with gross value added per worker at £62,000 for arts and culture, compared to £46,800 for the wider UK economy.\*

\* Contribution of the arts and culture industry to the UK economy – April 2019. By Centre for Economics and Business Research (CEBR) & Arts Council England.

**FACT #1 - SABCA has produced the only Somerset business survey for arts & culture**

**FACT #2 - SABCA is the only enterprise support organisation for arts & culture**

## How the wider economy benefits from arts & culture



### Additional Output

For every £1 in turnover directly generated by the arts and culture industry, an additional £1.24 in output is supported in the wider economy through indirect and induced multipliers.\*



### GVA Contribution

For every £1 of GVA generated by the arts and culture industry, an additional £1.14 of GVA is supported in the wider economy through indirect and induced multipliers.\*



### Job Creation

For every 1 job directly created by the arts and culture industry, an additional 1.65 jobs are supported in the wider economy through indirect and induced multipliers.\*



### Employee Contribution

For every £1 paid to workers in the arts and culture industry, an additional £1.21 in employee compensation is supported in the wider economy through indirect and induced multipliers.\*

## Activities

SABCA supports and develops the arts and culture sector and organisations so they can become more enterprising. We achieve this through brokerage, skills development, advice, workshops, and networks.



Not only do we work with the subsidised cultural sector but also the commercial, amateur and participatory which, after all, are where most people find their cultural engagement. We are interested not just in publicly-funded concert halls, art galleries, theatres and museums, important as these are; but also commercial film, music and literature; young people getting together in a band, amateur choirs, local art clubs and reading groups, and people crafting at home or in local clubs; as well as those engaging in prisons, hospitals and care homes.

We advise on cultural strategies, arts and culture programmes, and help community groups to thrive and setup social enterprises. We aid public and private sector to access finance and funding, support tourism and economic growth.

**We believe Somerset and its towns are defined by its arts and culture sector:** Our cultural organisations, artists, musicians, performers and proud history of creative expression are a crucial part of our identity, vitality, and economic growth. As a membership and service organisation working on behalf of this sector, we believe in supporting the growth of arts organisations and their audiences.

## Direction

### Our Aims

Our aim is to make Somerset a vibrant place of arts and culture. To invite the nation and its people to experience this arts and culture which in return uplifts economic growth. To achieve this, we aim to support organisations, groups and communities who deliver arts and culture.

We aim to support the case for arts and culture investment from both private and public perspectives. We will be the voice of the people and regularly canvas the local population to help investment decisions and deliver a democratic evidence base to local councils and other public bodies.

We aspire to see every individual who lives, works and plays in Somerset to benefit from arts and culture activities and we support organisations that deliver these outcomes.



### Themes We Work With That Are On the UK Agenda

There are many themes that arts and culture fits into and in April 2019 The Department for Digital, Culture, Media and Sport (DCMS) issued a 'cultural checklist' for LEPs **to embed the place-shaping power of arts and culture in Local Industrial Strategies.**

In addition to this we also see themes that have equal relevance, all of which we work and advise on and include: arts and health, skills and education, tourism, environment, heritage, placemaking, digital technology, business development and the creative industries as a whole.

Contact Us



## Somerset Arts Business Cultural Alliance

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## Public sector & project inquiries

If you have an inquiry regarding Somerset Arts Business Cultural Alliance public sector services please contact chairman Andrew Knutt on 07739 631850.

## Membership inquiries

Somerset Arts Business Cultural Alliance has over 150 members throughout Somerset. If you are a practitioner, organisation, community group, business or supporter of arts and culture you can join for free by visiting our website at **[www.somersetculture.org.uk](http://www.somersetculture.org.uk)**.