

Social Impact of the Arts: Made in Corby

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Introduction

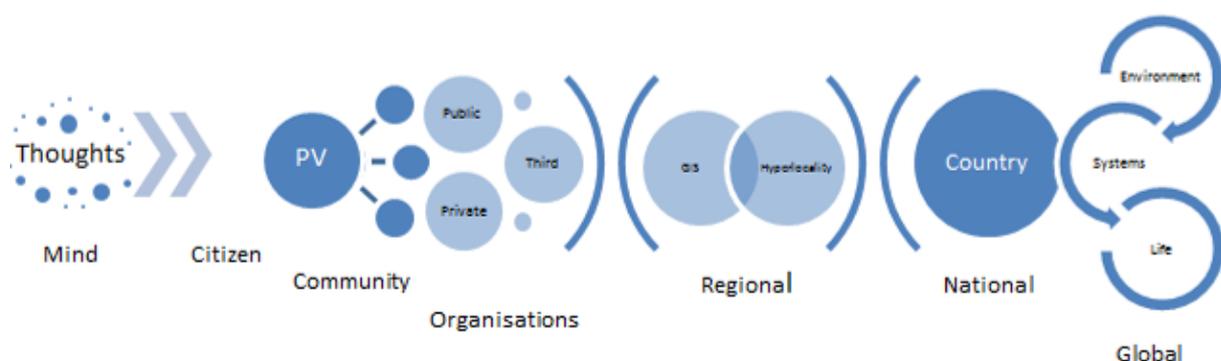
Made in Corby (MiC) is a sustainable 3 year programme funded by the Arts Council England as part of its national Creative People and Places programme. The aim is to deliver lasting change in Corby through a three year programme of new arts events and activities and to inspire more local people than ever before to take the lead in experiencing, creating and taking part in high quality arts and cultural activities. Historical and current social, economic and demographic status of Corby signposted greater involvement of local people in the arts, as well as strengthening of ambition and confidence of local residents.

The Centre for Citizenship, Enterprise and Governance (CCEG) was commissioned to measure the social impact of the arts in Corby. The commission has three base impact goals:

- **Prosperous:** Develop a healthy and prosperous Corby based on a set of financial and non-financial metrics which indicate a disproportionate performance benchmarked against national statistics
- **Ambition:** Develop a series of non-financial attributes which we have summarized as “ambition”, more accurately in these descriptors: Ambition, Aspiration, Collaboration, Confidence, Creativity, Excellence, Friendship, Inclusion, Inspiration, Imagination, Inclusion, Involvement, New Identity, Opportunity, Reputation, Resilience, Resurgence, Transparency
- **Arts:** Creating and taking part in high quality arts and activities, and to utilise arts as an instrument to make change happen.

Methodology

Social Earnings Ratio (S/E), a financial metric to measure intangible values was used. S/E is a powerful all encompassing disruptive financial metric based on General Accounting Principles (GAP) that operates at all levels. It converts intangibles sentiment into financial value thereby establishing linkages between what forms a good mind, to good citizen, good community, good organisations, good regions, good nations and a good world.

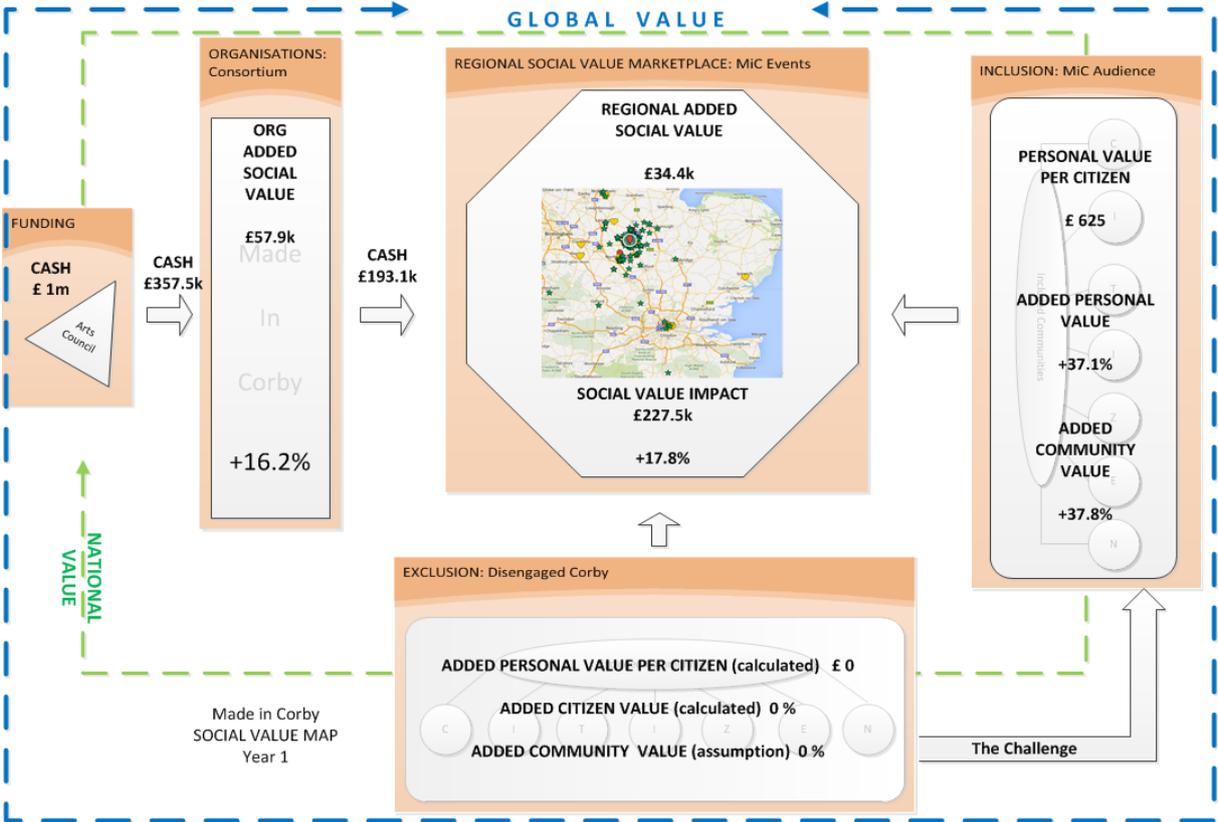


The approach we used has been well established by CCEG, most recently in our commission to develop the metric for the Modern Slavery Act 2015. We used a multi-stakeholder Citizenship map to measure the Social Value (SV) at different levels.

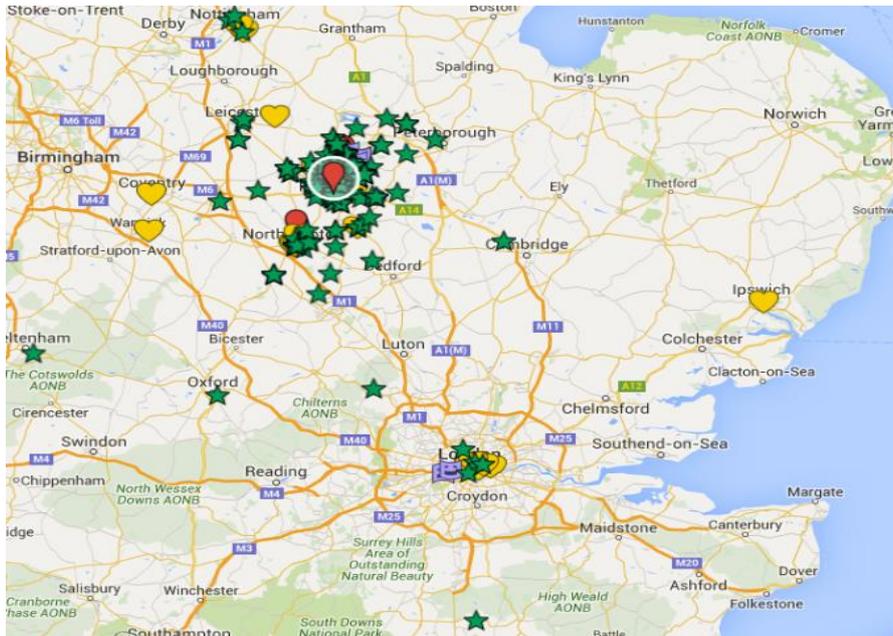
- Organisational Value: SV of the Made in Corby (MiC) Consortium
- Regional Social Value: SV of the partners, NGO's, and events as part of MiC delivery to identify better operational performance and tactics through identifying where SV has been enhanced, diminished, made neutral impact, or missing the agenda entirely.
- Personal Value: SV of the communities and citizens taking part, and those that have been excluded, to create pathways to mainstream engagement

Social Value and Made in Corby

We have provided much of the provided data as an interactive google map. Data sets which can be interrogated online are: MiC Consortium, Other CPP Consortium Partners, Delivery Partners, Events/Projects, Participants (sample). We then went on to calculate the flow of value from the funders through to the Service Users.



The MiC project is performing well with impressive delivery of social value achievements. Those engaged are drawing a great deal of social value from MiC, but hitherto tend to be from the more wealthy backgrounds. Rather than this being a failure of inclusion, however, it is in itself a success. Using the lure of *High Art*, MiC has managed to persuade a significant number of people from London, a more affluent area of the UK, to journey to Corby, which has areas of deprivation. Wealth does not negate the impact of Personal Value.



Classical social science suggests that the three goals are not necessarily mutually compatible eg. “high art” may attract greater individual social value, but the wealth demographic will lead to less community value and less reach of MiC. However, in a demonstration of Social Impact Theory (Bibb Latane, 1981) where social impact is inversely proportional to distance ...

$$\text{Social Impact} = 1/r^2$$

... would suggest that the MiC social impact must be high to traverse the 100 mile distance. The same rule applies to all hyperlocal social value triggers.

Furthermore, the S/E modelling demonstrated that amongst the financially challenged, the greatest impact comes from the size of the community network they belong to which disproportionately influences their value contribution to society. Ergo, amongst low income bands the unofficial and informal community networks are the channel to much greater participation and thus Community Value. MiC can reflect greater inclusivity by using these networks.

The main recommendations include target disengaged informal communities as channels to the citizen, review the high art goal, ensure year 2/3 Personal and Community Value input data are part of design and collection, Launch a PV/Community mobile App or integrate PV into existing Corby related apps in order to harvest data throughout the year, reach communities and communicate events. Year 2/3 conclusions will allow us to bring a time dependency aspect into the work as well as more robustly provide absolute values, not just percentage uplifts.

Conclusions

The goal of the 3 year project is to understand the relationships between the creation of the value of ambition through the arts, and how it translates into regional value. We have only been able to do this through the application of a universal single metric, the Social Earnings Ratio, to correlate influences on a common basis. We can then use arts as a lever to create much greater value in people’s lives than the art itself.

