

March
2018

State of Dorset Leisure and Culture



Participation in arts and culture makes communities feel safer and stronger, adds to health and wellbeing and reduces social isolation¹, but funding cuts are a significant threat to culture and leisure activities, particularly in the third sector.

Cultural and recreational activities can help people access the natural environment through healthy lifestyles. Sport is evidenced to result in significant savings to health costs and yet there are concerns that many of Dorset's young people are physically inactive.

Big Numbers Box

£425m

Value of creative industries to the Dorset LEP area

The value of sports to health every year in Dorset

£148m

77%

65%

People aged 14+ who do not regularly participate in sport

People who agree that culture makes Dorset a better place to live

£8.4m

The cost of physical inactivity in Dorset

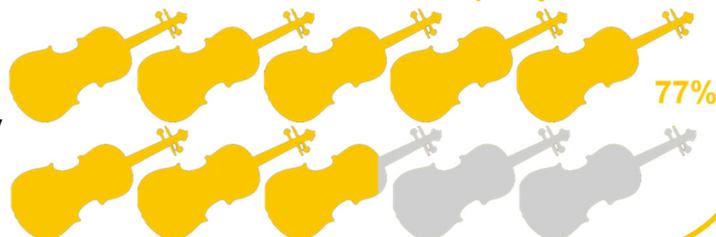
£118m

The value of sport to Dorset

Box 1: Health and wellbeing value

- Arts and cultural intervention can have a positive impact on specific health conditions such as dementia, Parkinson's and depression¹.
- The value of sport for savings to health is £147.8 million per annum in Dorset³.
- Levels of wellbeing are generally reported to be higher amongst those with higher arts and culture engagement¹.
- Students who study art subjects are more employable and more likely to stay in employment than graduates from other disciplines¹ and children from low income families who take part in arts at school are three times more likely to get a degree¹.
- Overall 77% of people surveyed agree that access to cultural activities helps to make Dorset a better place to live and that engagement in cultural activities contributes to an improved quality of life².

% people who feel that access to cultural activities leads to a better quality of life



Sources

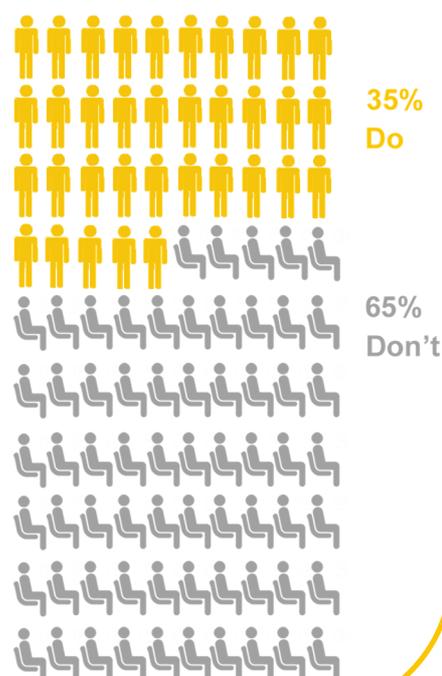
1 Create, Arts Council England, December 2015

2 Citizens Panel April 2009 Survey, Dorset County Council

Box 2: Economic Value

- 65% of Dorset's 14yrs+ population does not regularly participate in sport. The **cost of physical inactivity** is over £8.4 million and rising in Dorset³.
- The total **direct economic value of sport** to Dorset is £118.1 million per annum³.
- The value of **sport volunteering** is £55.5 million per annum in Dorset³.
- The value of **Creative Industries** is about £425 million per annum in the Dorset LEP area⁴. GVA of the Creative Industries increased by 3.6 per cent between 2014 and 2015 in the UK⁵.
- The number of businesses in the **Creative Industries** in Dorset has been growing rapidly. Between 2010 and 2017 there has been a 29% increase, compared to 9% for all industries⁶.
- The **Creative Economy** has grown by a quarter since 2010, at a rate faster than the whole of the UK economy, which grew 17.4 per cent⁵.
- For every £1 invested in the arts by the county council there is a return of £4 secured in **external investment** into the county.

% of Dorset population who do not participate in sport



What are we doing about it?

Leisure centres provide affordable access to exercise classes, gym equipment, sports facilities and swimming. There are currently 18 in Dorset, overseen by local authorities. By using public money in this way, demand for expensive health interventions can reduce as the public stay fit and healthy both physically and mentally.

The councils in Dorset support local sports clubs through providing advice such as how to set up a club, fund it, and train staff. Sometimes grants are available to cover some of the costs.

The county council supports local events such as the IRONMAN triathlon which came to Weymouth in 2016 and 2017 with plans for an event in 2018. Over the year, visits to Dorset by the entrants and their supporters adds more than £1million to the local economy.

Community facilities such as skate parks and public green spaces, which may have outdoor gym equipment, are other examples of councils providing leisure facilities for public use.

The county council recognises the benefits that arts and culture bring to people, including improved health and wellbeing, as well as economic gains. The council supports the arts and culture by providing free access to books, learning and local history via libraries and also financial support for the Arts Development Company. Work is currently taking place on a three year business and creative industries growth project with the Dorset Growth Hub called Culture+. This has been funded by the EU with a further £482,000 from Arts Council England.

Sources

3 Sport England Local Sport Profile, 2015/16

4 aGVA dataset from Annual Business Survey 2014, ONS

5 DCMS Sectors Economic Estimates, August 2016, Department for Culture, Media and Sport

6 UK Businesses 2017, Local Units, ONS, 2015