

Appendix 2

Review of data collection approaches for Culture, heritage and sport Framework

The matrix below provides a review of data availability and potential data collection approaches for the measures contained in the Framework. This assessment helps to inform our thinking about a future analytical workplan, including priorities for primary data collection.

Items are rated using the following RAG rating:

Green – existing data/access to the data

Orange – data possible through own/commissioned surveys

Red – challenging to measure even via own data collection

Blue – work underway to establish/collect

Purple – data may be available within R&I, T&I and/or via other sources e.g. ONS

Framework theme	Measures	Comments on data approach
People	<ul style="list-style-type: none"> The impact and reach of our investments across the region. The number of people engaging with culture, heritage and sport activity (including young people), and whether they reflect the diversity of our communities. Perceptions of our region’s culture, heritage and sport offer. Whether engagement with culture, heritage and sport are improving our health and well-being. 	<ul style="list-style-type: none"> Impact and reach needs to be unpacked through an evaluation plan Engagement and perceptions can be measured at Y&H level using DCMS’ Taking Part survey. Could look to boost this survey or conduct our own to generate results at WY level. Could ask people about impact of engagement on their well-being via our own survey.
Place	<ul style="list-style-type: none"> The number of people engaging with heritage activities and locations across the region, and whether they reflect the diversity of our communities. 	<ul style="list-style-type: none"> As above for engagement. Taking Part survey also asks about volunteering so have info at Y&H level and could look to replicate at WY level Level of tourism could be explored through visitor number figures

Framework theme	Measures	Comments on data approach
	<ul style="list-style-type: none"> The number of volunteers in culture, heritage and sport. The level of culture, heritage and sport tourism in the region. 	
Skills	<ul style="list-style-type: none"> The number of people working in our creative industries, heritage and sport sectors, and whether they reflect the diversity of our communities. The increase in the number of people with protected characteristics working in these sectors. The number of HE graduates taking up employment in these sectors. The number of freelancers in these sectors. The number of training places made available for freelancers in these sectors. Perceptions of freelancers on the sustainability of careers in West Yorkshire. 	<ul style="list-style-type: none"> Level of employment can be measured Diversity characteristics can also be measured but figures not robust enough for year on year comparisons (wide confidence intervals) Data not available at all for many of the protected characteristics even at national level, although need to explore potential offered by new Census data Can measure HE graduates from creative disciplines entering employment using HESA/JISC statistics Can measure number of self-employed in relevant sectors but harder to measure freelancers per se Could measure number of training places offered by CA to freelancers but difficult to assess wider training offer unless we conducted a survey of freelancers in WY. Freelancer survey could also be used to capture attitudinal information Extensive information is available on participation in FE and Skills provision (including apprenticeships) for relevant disciplines. <p>General comment: seems to be a gap in measures for education and training outwith HE</p>
	<ul style="list-style-type: none"> The level of inward investment into the region from the creative and sport sectors. The increase in creative and sports sector business growth and sustainability (including start-ups and SMEs). 	<ul style="list-style-type: none"> Trade and Investment team collect info on inward investment by sector Beauhurst and similar tools can provide insights at company level on business investment We have annual figures on number of businesses at West Yorkshire level.

Framework theme	Measures	Comments on data approach
	<ul style="list-style-type: none"> The level of creative exports from the region including products, services, production and tourism. The increase in diverse leadership in the creative industries and sports sectors. 	<ul style="list-style-type: none"> Data on turnover etc by broad sector can be sourced from ONS which will give some insight into trends. Data for service exports are available for WY but not at a sufficiently disaggregated level to provide analysis of creative sector. Will enquire with ONS whether these can be supplied as a special request. WY data on diversity profile of business owners in creative sectors not robust in terms of measuring small year on year changes. Would need to consider our own data collection.