

Creative and cultural ecologies in small cities. Nature, interpretation and evaluation*



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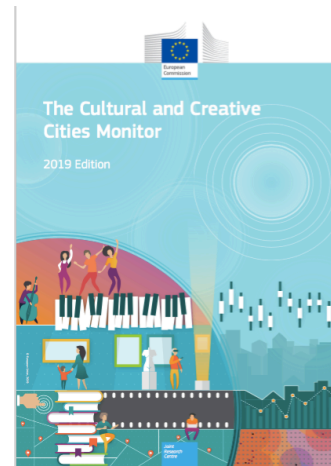
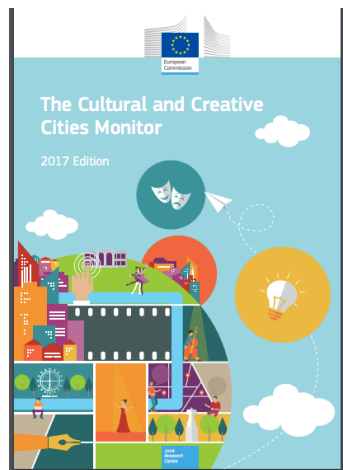
CREATIVE INDUSTRIES RESEARCH FRONTIERS: SEMINAR SERIES

Seminar 1. Creative and cultural ecologies: mapping and understanding.

King's College London, 22nd January 2020

Aims

- ❖ Explaining how the *EU Cultural and Creative Cities Monitor (CCCM) 2017* was adapted to apply to smaller cities



- ❖ A preliminary assessment of how the CCCM contributes to better understanding the creative and cultural ecologies of the small cities and, by extension, to the production of cultural policies

Rationale

- ❖ The composition and dynamics of cultural and creative ecosystems are not sufficiently known (Comunian & England, 2018; Gong & Hassink, 2017)
- ❖ There is a lack of tools for monitoring significant measurable aspects that can support culture-oriented actions and comprehensive policies (Montalto *et al*, 2019)



The Cultural and Creative Cities Monitor (CCCM)

❖ Evaluates and synthesizes the performance of urban cultural and creative ecosystems in three domains or conceptual areas:

- 1. Cultural vibrancy:** The local cultural offer and the demand and participation it generates
- 2. Creative economy:** How the cultural and creative sectors contribute to a city's employment, job creation and innovative capacity
- 3. Enabling environment:** Tangible and intangible assets that help cities attract creative talent and stimulate cultural engagement

- ❖ Each city is assigned a Cultural and Creative Cities Index ('C3') and three sub-indices (one per conceptual area or domain) through a weighted analysis of 9 significant dimensions described by 29 quantitative and qualitative indicators

Cultural vibrancy: Dimensions, indicators and weights

| | | |
|-----------------------------------|---|--|
| 1. Cultural vibrancy (40%) | D1.1 Cultural venues & facilities (50%) | 1. Sights & landmarks 2. Museums 3. Cinema seats 4. Concerts & Shows 5. Theatres |
| | D1.2 Cultural participation & attractiveness (50%) | 6. Tourist Overnight stays 7. Museum visitors 8. Cinema Attendance 9. Satisfaction with cultural facilities |

Creative economy: Dimensions, indicators and weights

| | | |
|---|--|--|
| <p>2. Creative economy (40%)</p> | <p>D2.1 Creative & knowledge-based jobs (40%)</p> <p>D2.2 Intellectual property & innovation (20%)</p> <p>D2.3 New Jobs in creative sectors (40%)</p> | <p>10. Jobs in arts, culture & entertainment</p> <p>11. Jobs in media & communication</p> <p>12. Jobs in other creative sectors</p> <p>13. ICT patent applications</p> <p>14. Community design applications</p> <p>15. Jobs in new arts, culture & entertainment enterprises</p> <p>16. Jobs in new media & communication enterprises</p> <p>17. Jobs in new enterprises in other creative sectors</p> |
|---|--|--|



Enabling Environment: Dimensions, indicators and weights

| | | |
|----------------------------------|---|---|
| Enabling Environment (20) | D3.1. Human capital & education (40%) | 18. Graduates in arts & humanities 19. Graduates in ICT 20. Average appearances in university ranking |
| | D3.2 Openness, tolerance & trust (40%) | 21. Foreign graduates 22. Foreign-born population 23. Tolerance of foreigners 24. Integration of foreigners 25. People trust |
| | D3.3 Local & international connections (15%) | 26. Passenger flights 27. Potential road accessibility 28. Direct train to other cities |
| | D3.4 Quality of Governance 5%) | 29. Quality of governance |

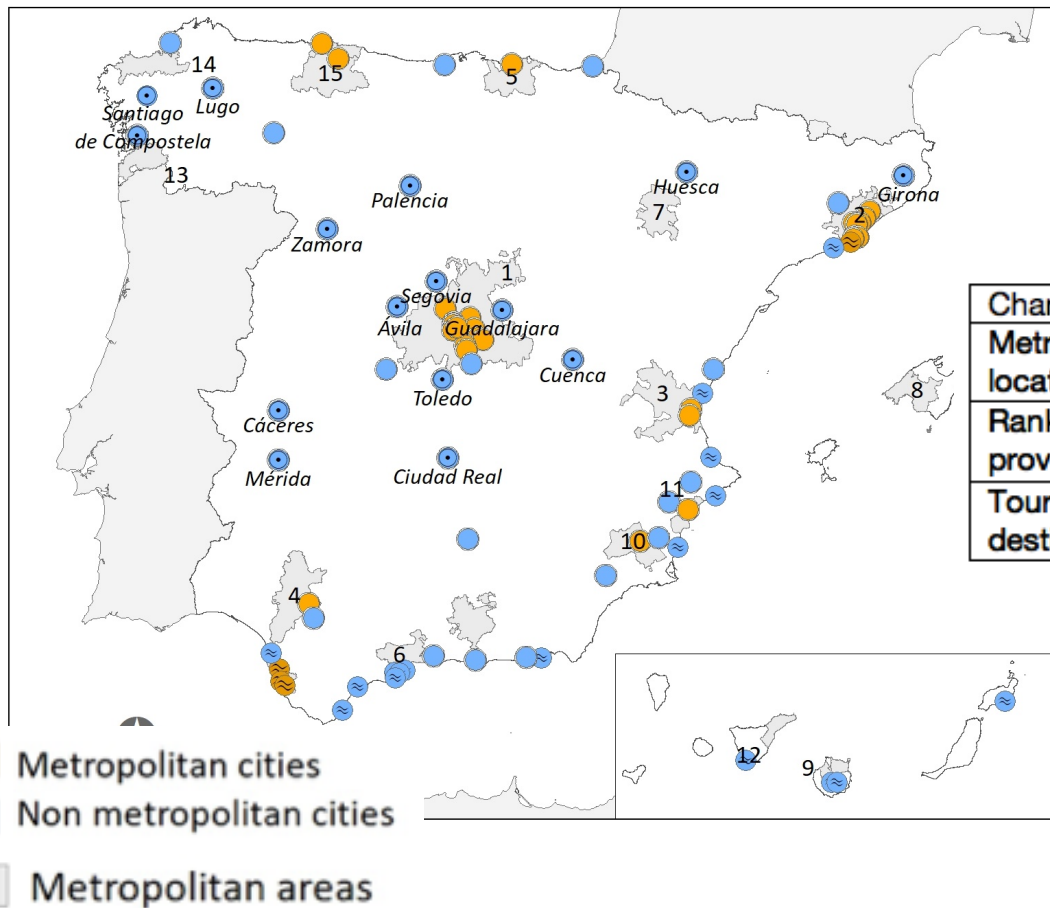


- ❖ The C3 index clearly shows general variations in the performance of cultural and creative ecosystems for 190 cities of >50,000 inhabitants in 28 European countries

- ❖ Examples of findings
 1. Capital cities get the highest scores for the creative economy
 2. High levels of cultural vibrancy are found in different types of town
 3. The importance of enabling factors is not necessarily associated with a certain type of town

Application of the CCCM methodology to small Spanish cities (50,000 to 100,000 inhabitants)

❖ Selected cities



| Characteristic | Categories | Nº | % |
|-----------------------------|------------|----|-------|
| Metropolitan location | NO | 49 | 60.49 |
| | YES | 32 | 39.51 |
| Rank (capital provincial) ☉ | NO | 66 | 81.48 |
| | YES | 15 | 18.52 |
| Tourist destination ≈ | NO | 59 | 72.84 |
| | YES | 22 | 22.16 |

❖ Additional hypotheses for our analysis

1. The Creative Economy domain should score highest in cities forming part of metropolitan areas
2. The Cultural Vibrancy domain should score higher in non-metropolitan cities
3. Public spending on culture should influence the C3s index positively

❖ Decisions on the methodology: changes in variables and sources for the following indicators

Dimension 1.2 Cultural Participation & Attractiveness

| | Indicator name | Description | Geo level | Year/ period of reference | Source CCCM (%) coverage) |
|---------|---------------------------------------|---|--|---------------------------|--|
| 9 (C3) | Satisfaction with cultural facilities | Percentage of the population that is very satisfied with cultural facilities (i.e. concert halls, theatres, museums and libraries) in the city. | City | 2015 | Survey on "Quality of life in cities" by TNS/EC (32) |
| 9 (C3s) | Satisfaction with cultural facilities | Average rating of the degree of interest in museum, music and performing arts by region and city size | NUTS 2; NUT's 1 cities of 50-100,000 inhabitants | 2014 | Encuesta de hábitos y prácticas culturales (Survey on cultural habits and practices) (100) |

Dimensión 2.3 New Jobs in Creative Sectors

| | | | | | |
|----|---|--|--------|-----------|--|
| 15 | Jobs in new arts, culture & entertainment enterprises | Number of persons employed in the enterprises established in the reference year in arts, culture and entertainment activities such as performing arts, museums and libraries, divided by the total population and then multiplied by 100,000 | NUTS 3 | 2010-2013 | Eurostat's Regional Statistics (43) |
| 15 | Jobs in new arts, culture & entertainment enterprises | New contracts in arts, culture and entertainment activities such as performing arts, museums and libraries (NACE Rev. 2, 90 & 91) divided by the total population and then multiplied by 100,000. | City | 2018 | Servicio Público de Empleo Estatal (100) |

Same procedure for indicators 16 and 17

| Indicator name | Description | Geo level | Year/ period of reference | Source CCCM/CCCM adapted (% coverage) |
|----------------|-------------|-----------|---------------------------|---------------------------------------|
|----------------|-------------|-----------|---------------------------|---------------------------------------|

Dimensión 3.1

Human Capital & Education

| | | | | | |
|----------|--|--|--------|------|---|
| 20 (C3) | Average appearances in university rankings | Average number of University appearances in four different university rankings: QS, Shanghai, Leiden and Times | City | 2014 | QS, Shanghai, Leiden, Times rankings (100) |
| 20 (C3s) | Average appearances in university rankings | Average number of a university's degree appearances in the EL Mundo ranking | NUTS 2 | 2018 | (El Mundo, Best Spanish universities by degree) (100) |

Dimensión 3.2

Openness, Tolerance & Trust

| | | | | | |
|----------|-------------------------|---|---|------|---|
| 23 (C3) | Tolerance of foreigners | Percentage of the total population which very strongly agrees with the statement: "The presence of foreigners is good for this city" | City | 2015 | Survey on "Quality of life in cities" by TNS/EC (32) |
| 23 (C3s) | Tolerance of foreigners | Average of the positive answers to the question: " In general terms, do you think that immigration is very positive, positive, negative or very negative for this country?" | NUTS 3; 20,000 to 100,000 inhabitants NUTS's cities | 2015 | Center for Sociological Research. Survey on attitudes towards immigration (100) |

Same procedure for indicators 24 and 25

| | Indicator name | Description | Geo level | Year/ period of reference | Source CCCM/CCCM adapted (% coverage) |
|----------|-----------------------|--|---|---------------------------|---|
| | | Dimensión 3.4 | Quality of Governance | | |
| 29 (C3) | Quality of Governance | Computed indicator measuring the quality of government in three areas of public services: education, healthcare and law enforcement | NUTS 2/1 | 2015 | DG Regio of the European Commission (96) |
| 29 (C3s) | Quality of Governance | <i>% average of the positive answers to the following three questions: 1. "Regardless of whether you use them or not, are you very satisfied, quite, little or not at all satisfied with the functioning of public education?"; 2. "Regardless of whether you use them or not, are you very satisfied, quite, little or not at all satisfied with the functioning of the administration of justice?" and 3. "Are you satisfied or dissatisfied with the way in which the public health system works in Spain?"</i> | <i>NUTs 3; 20,000 to 100,000 inhabitants NUT's cities</i> | 2015 | <i>Center for Sociological Research. Health barometer; Survey on the quality of public services (100)</i> |

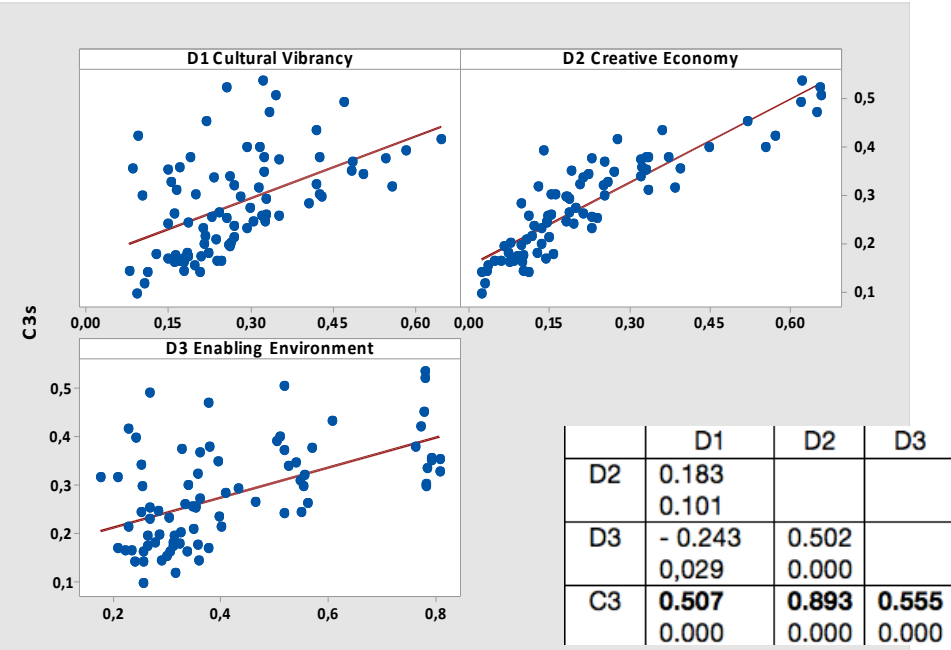
❖ Procedure for the construction of the C3s (=C3):

1. Dividing indicators by the population if necessary
2. Winsorizing of the atypical values (asymmetry>2 & kurtosis>3.5)
3. Estimating unobserved values according to similarities between cities
4. Normalisation of the indicators into the [0, 1] range
5. Maintaining the original weights
6. Computing the C3s and D1, D2 and D3 indexes
7. Testing the consistency of the results

❖ Relation between C3s and the subindexes D1, D2 and D3.

✓ C3s index scores are well predicted by the values of the D2 (Creative Economy) subindex

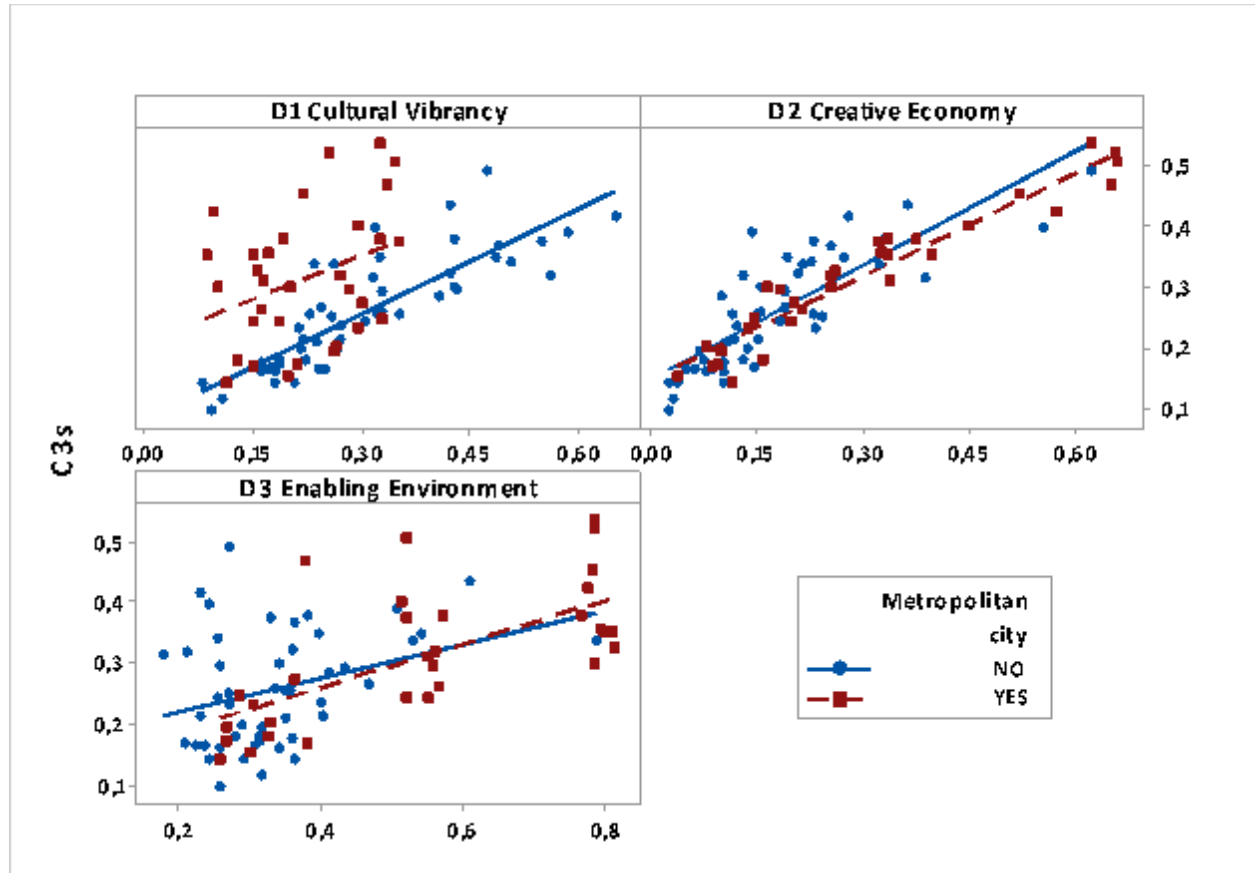
✓ Poor relationship between D1 and D2 subindexes: Creative Economy and Cultural Vibrancy do not reinforce each other



✓ Enabling Environment seems to be relevant to Creative Economy only

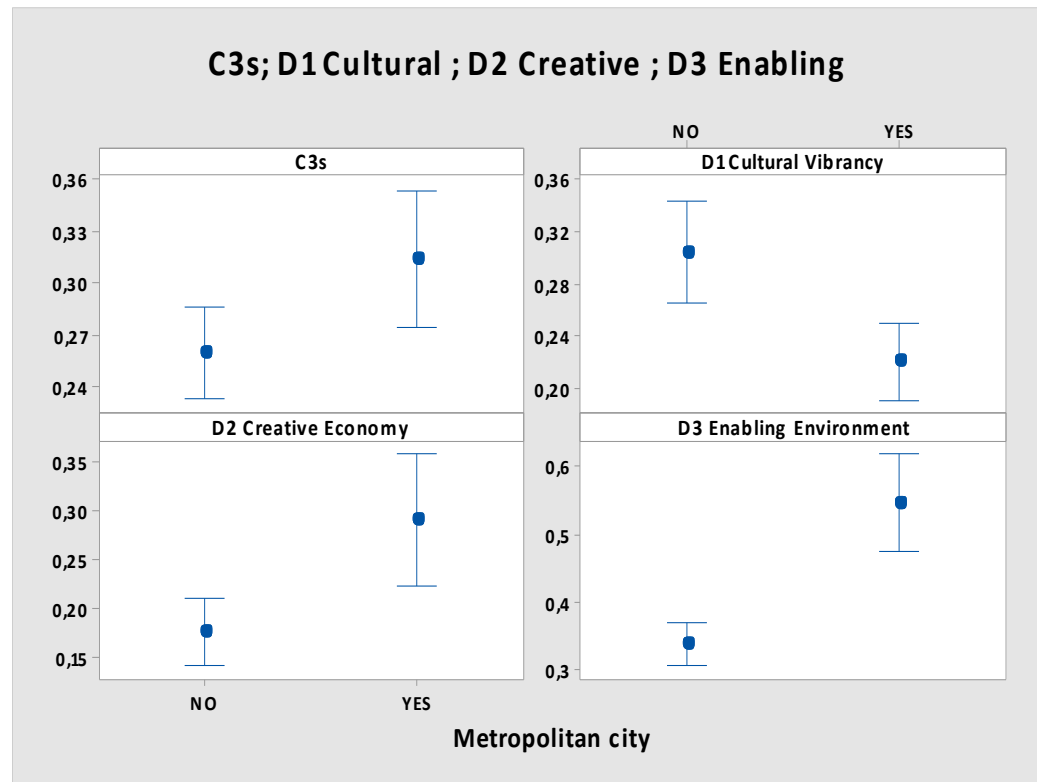


- ✓ Nevertheless C3s index scores in the non-metropolitan cities are strongly related to the values of the D1 (Cultural Vibrancy) subindex

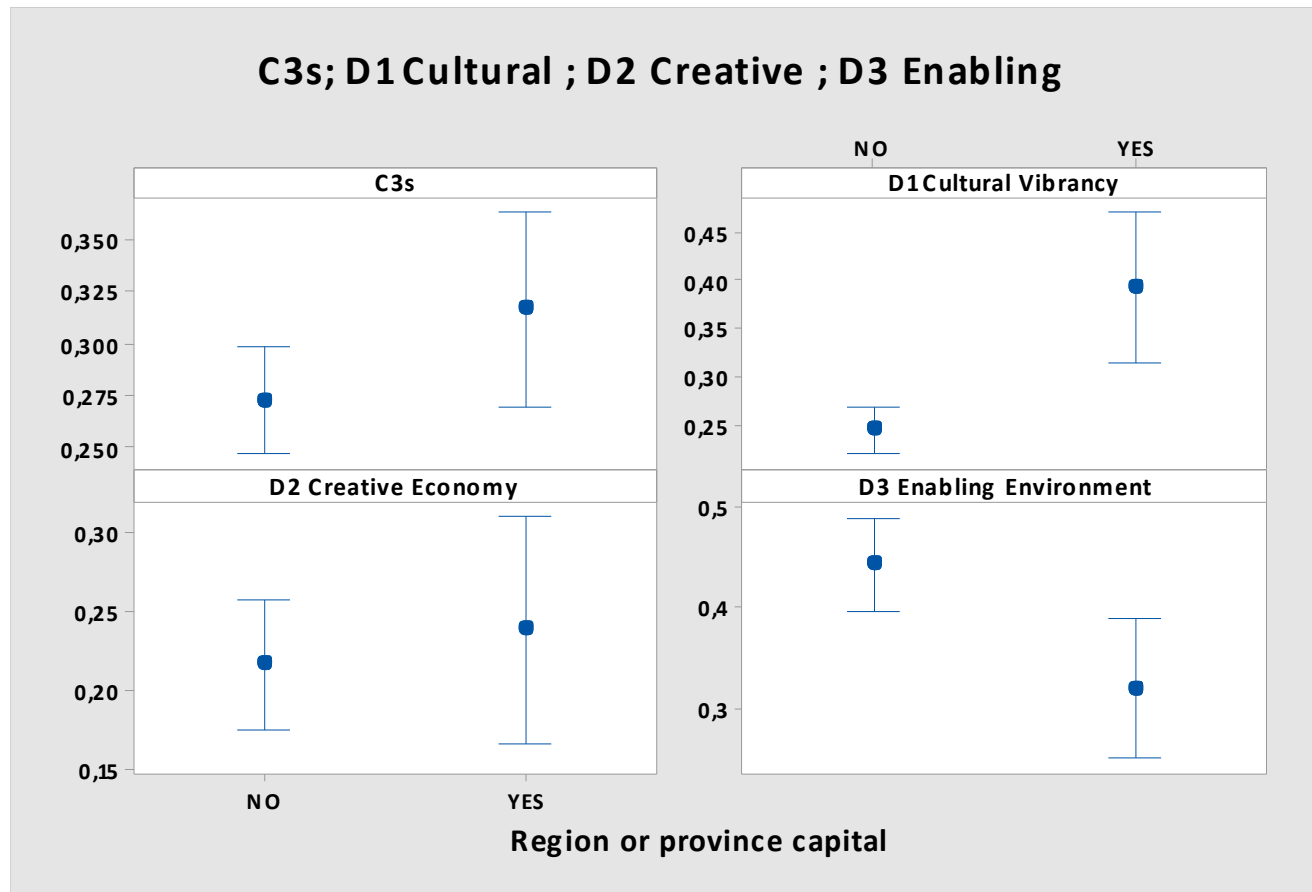


❖ Contrasts in the performance of the creative and cultural ecosystems

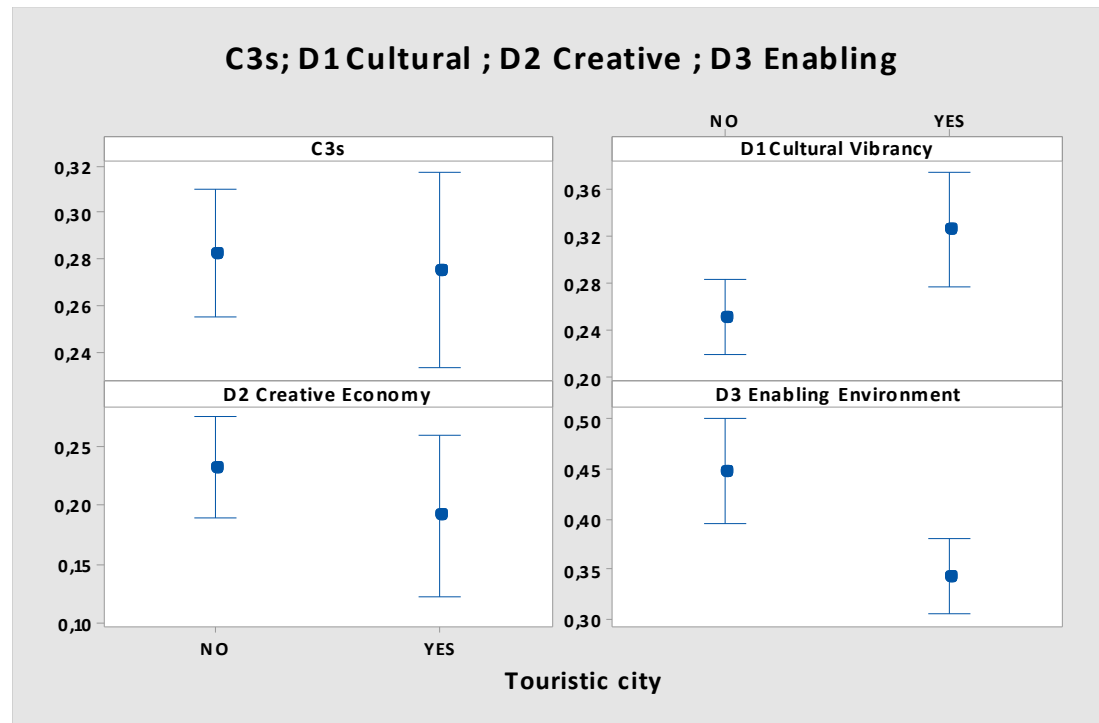
- ✓ Metropolitan cities outperform in the C3 index and in the Creative Economy and Enabling Environment dimensions



- ✓ Being a provincial capital clearly favours the cultural and creative performance of the cities studied

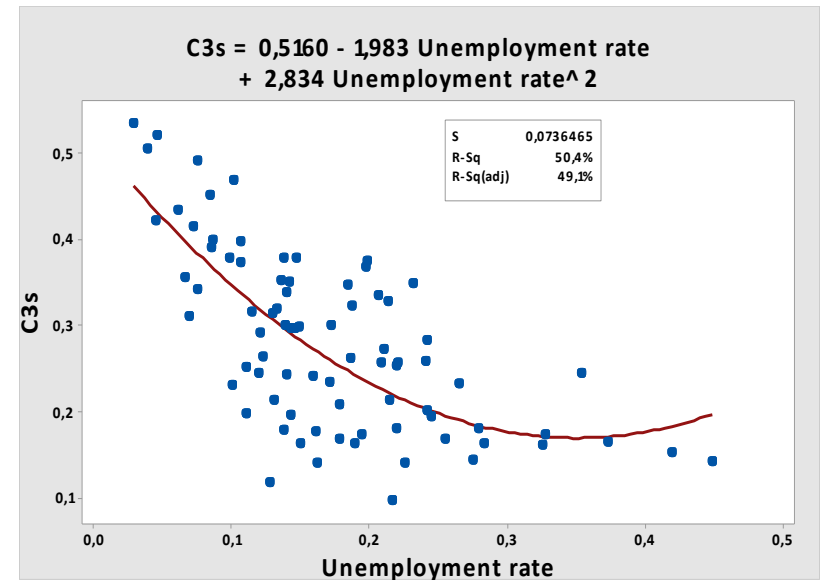
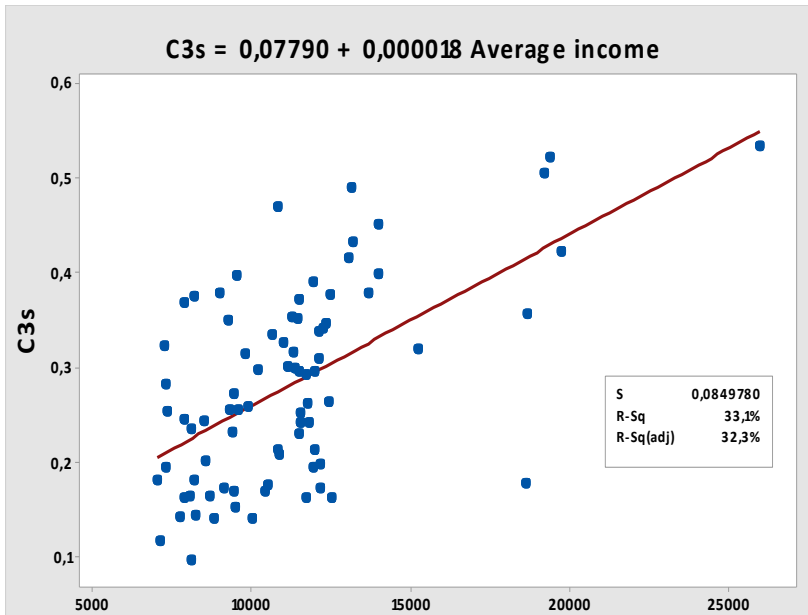


- ✓ Tourist destination cities only score well in Cultural Vibrancy, having poor average scores in Creative Economy and Enabling Environment.

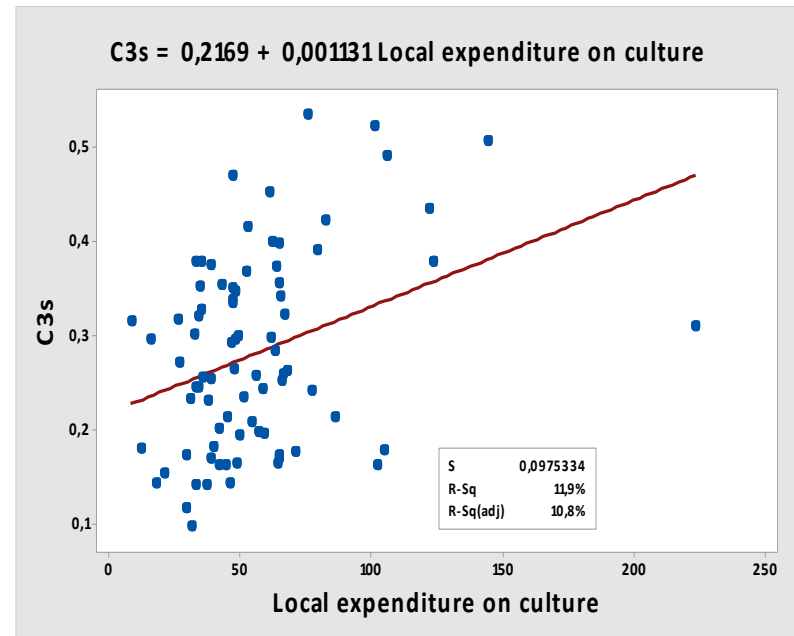
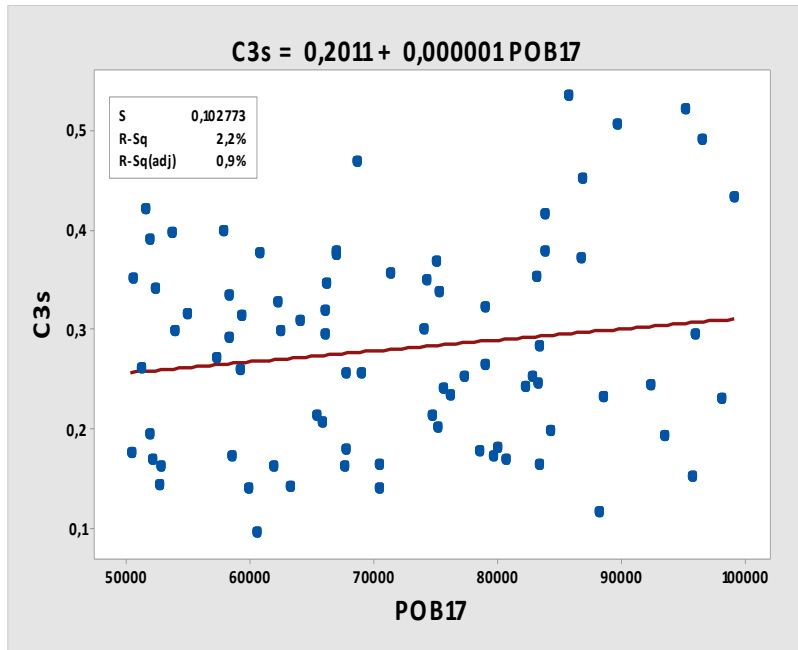


❖ Relation between the C3 index and some socioeconomic and institutional characteristics of the cities. Key points

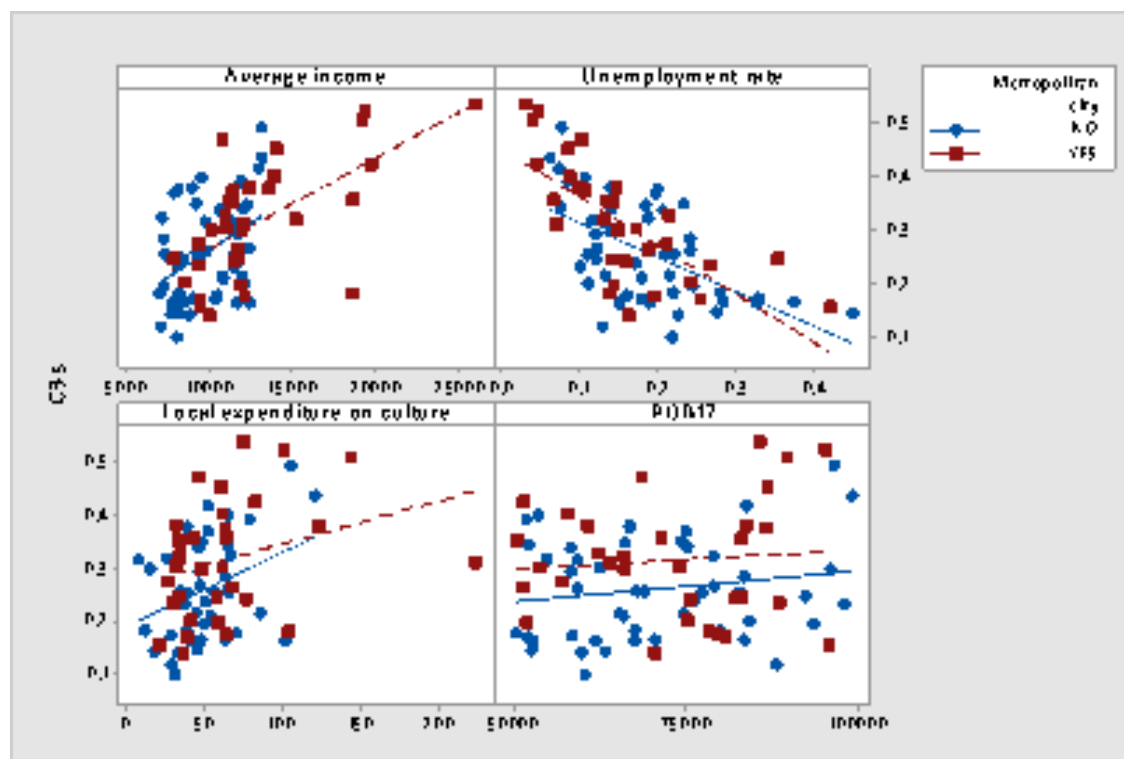
- ✓ Clear relationship with unemployment rate and also – albeit with a lower R^2 – with income



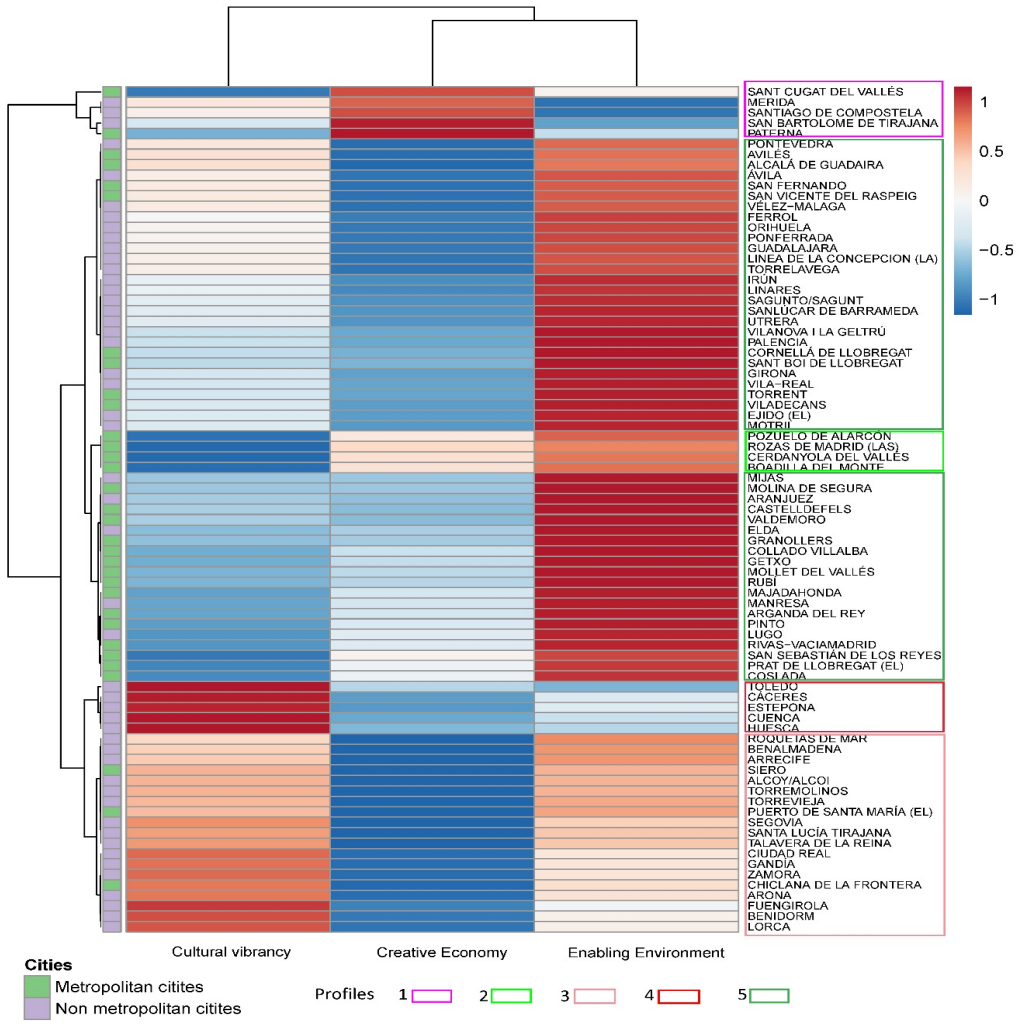
- ✓ Creative and cultural performance is not related to demographic size or cultural public spending per capita



- ✓ The relationship of creative and cultural performance with income is clearer in the metropolitan cities



Structure of creative and cultural ecologies in each city.

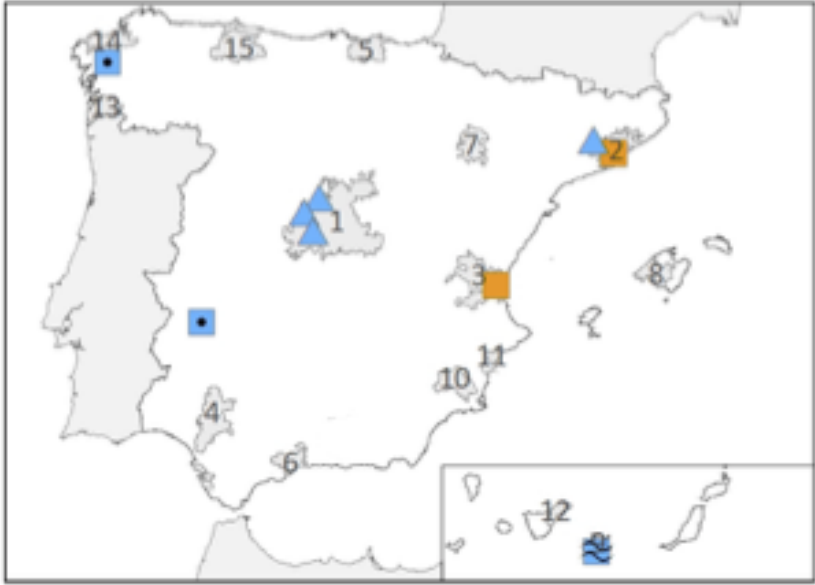


Identified groups

1. Mostly Creative Economy
2. Mixed Creative Economy & Enabling Environment
3. Mixed Cultural Vibrancy & Enabling Environment
4. Mostly Cultural Vibrancy
5. Mostly Enabling Environment



❖ Location and main features (groups 1 & 2)

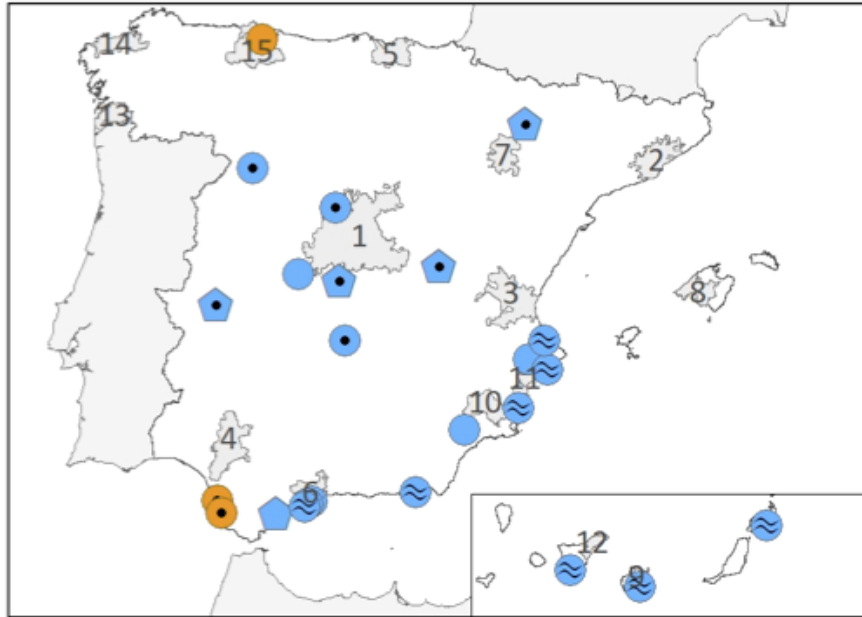


- Cities having strong audiovisual activities
- Incomes are high
- Some metropolitan cities score high in enabling environment dimensions (education, human capital, openness and trust)
- Some non-metropolitan cities are important tourism centres

| | |
|---|--|
| Metropolitan cities | Capital cities |
| Non metropolitan cities | Turistic cities |
| 1. Mostly ceative economy | |
| 2. Mixed creative economy-enabling environment | |



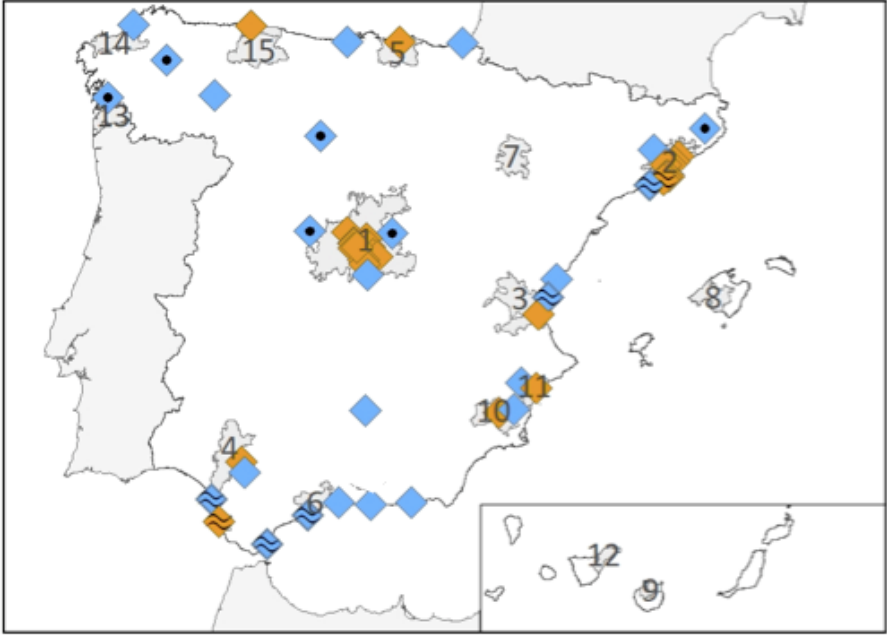
❖ Location and main features (groups 3 & 4)



- Metropolitan cities
- Non metropolitan cities
- 3. Mixed cultural vibrancy-enabling environment
- 4. Mostly cultural vibrancy
- Capital cities
- Turistic cities

- Non-metropolitan cities dominate
- Some are both “classic capital cities” and notable tourism centres
- High scores in governance and in international accessibility dimensions
- Tourist destinations rank at the top in Cultural venues and participation dimensions

❖ Location and main features (group 5)



- Metropolitan cities
- Non metropolitan cities
- 5. Mostly enabling environment
- Capital cities
- Turistic cities

- Metropolitan cities in this group led the D3 index and some of its dimensions (Human capital & trust; Local & International connections)
- BUT scanty supply of cultural and creative assets
- Non-metropolitan cities are local administrative centres
- Higher Cultural Vibrancy in these cities strength their social capital



Final remarks

- ❖ The C3s index assess how cultural and creative small cities are in relation to others
- ❖ The significant distinction between metropolitan and non metropolitan cities and between capital and non-capital cities has been confirmed
- ❖ The cultural and creative performance of metropolitan cities is linked to the Creative economy and that of non-metropolitan and local capitals to the Cultural vibrancy
- ❖ In these cities the enabling environment has a weak relationship with their cultural and creative performance and the Cultural Vibrancy and Creative Economy domains do not reinforce each other
- ❖ The relationship between culture and development, regardless of the demographic size of the cities, has been shown
- ❖ The C3s index values have led to coherent grouping of towns



Further steps

- ❖ Seminar “Cultura y territorio. Las actividades culturales en las pequeñas y medianas ciudades”. Huesca, Spain, 30-31 January 2020 (<http://culturayterritorio.com/seminario-2020>)

JUEVES 30 DE ENERO DE 2020

- 10:30 Inauguración.** Autoridades de la Diputación Provincial de Huesca, del Ayuntamiento de Huesca y Vicerrector de la Universidad de Zaragoza.
- 11:00 Conferencia.** Dr. Pau Rausell, Universidad de Valencia: *Nuevas maneras de medir el impacto social de la cultura.*
- 12:15 Pausa café.**
- 12:45 Sesión técnica.** *Fuentes para el análisis de las empresas culturales en las pequeñas ciudades* (Dra. Maricruz Navarro, Universidad de La Rioja, Grupo de investigación CyTEs).
- 16:00 Sesión monográfica.** *Evaluación y seguimiento de la actividad cultural en las ciudades.* Presentación (Grupo CyTEs).
- 16:10** *The Cultural and Creative Cities Monitor 2019: Major novelties and key findings* (Dra. Valentina Montalto, Joint Research Centre, Comisión Europea, Ispra).
- 17:00** *Análisis del dinamismo creativo y cultural en las pequeñas ciudades. Propuestas y resultados* (Dras. Ana Isabel Escalona y Belén Sánchez-Valverde, Universidad de Zaragoza, Grupo CyTES).
- 18:00 Debate.**
- 19:00 Visita cultural.**

VIERNES 31 DE ENERO DE 2020

- 9:00 Sesión monográfica.** *Las pequeñas ciudades como ecosistemas culturales.* Presentación (Grupo CyTEs).
- 9:05 Geografía de los ecosistemas culturales en las pequeñas ciudades españolas (Dr. Severino Escolano, Universidad de Zaragoza, Grupo CyTEs).**
- 10:15 Estudios de caso en ecosistemas culturales de pequeñas ciudades metropolitanas y no metropolitanas. Huesca y Pozuelo (Dr. Luis Antonio Sáez, Universidad de Zaragoza, y Dr. Diego Barrado, Universidad Autónoma de Madrid, Grupo CyTEs).**
- 11:30 Pausa café**
- 12:00 Mesa redonda sobre Iniciativas culturales locales** (D. Sixto Marin, arquitecto y experto en Ordenación Territorial; D. Lorenzo Moncloa, artista y empresario; D. Jesús Estallo, director gerente de Rampa Huesca SL; D. Roberto Ramos de León, técnico de información y acompañamiento a proyectos culturales, documentalista del CDAN, Centro de Arte y Naturaleza). Moderador: Dr. Luis Antonio Sáez, Universidad de Zaragoza, Grupo CyTEs.
- 13:30 Clausura del Seminario.** Autoridades de la Diputación Provincial de Huesca, del Ayuntamiento de Huesca y Vicerrector de la Universidad de Zaragoza.

A. Escalona, S. Escolano, L.A. Sáez, B. Sánchez-Valverde, A. Conejos:
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THANKS.



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