

Evaluating the economic impact of arts and humanities research: a case study approach

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Arts & Humanities
Research Council

Polynesian Visual Arts: meanings and histories in Pacific and European cultural contexts

AHRC research grant award

Amount: £220,897

Duration: 3 years

University of East Anglia

A unique project bringing together objects and documents from the 1760s to the mid 19th century – a time of tremendous change for indigenous Polynesian communities.

Polynesian Visual Arts: meanings and histories in Pacific and European cultural contexts

Outputs:

Book, journal articles, conferences, workshops
School visits and workshops for children

Exhibitions:

Pacific Encounters: art and divinity in Polynesia 1760-1860 - Sainsbury Centre for Visual Arts (SCVA), 2006 – **21,000 visitors**

Power and Taboo: Sacred Objects from the Pacific – British Museum , September 2006 – January 2007
- **120,000 visitors**

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Standard economics approaches

Considerations: Counterfactual; Deadweight; Displacement

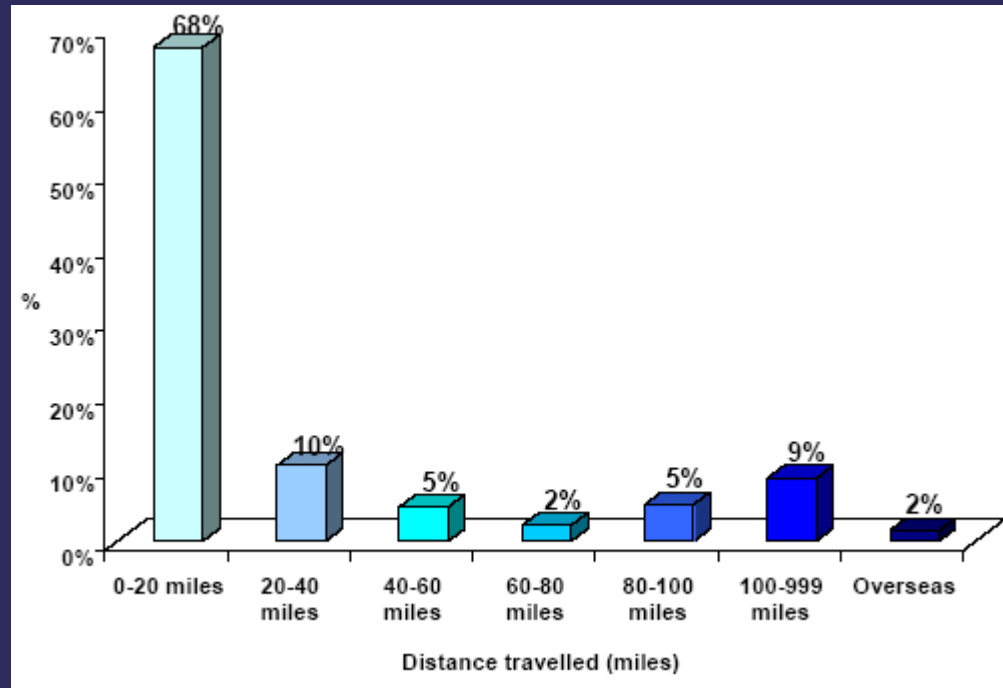
Visitor data from tickets and questionnaires to establish visitor profile, W-T-P

UK tourism statistics

Multipliers

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Exhibition Statistics: SCVA (postcode origins)



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Exhibition Statistics: SCVA – gross expenditure

Distance travelled to SCVA to attend Pacific Encounters	Number of trips from visitors from these distances	Total gross visitor spend (£'s)
0-20 miles	14,175	£902,087
20-40 miles	2,175	£138,430
40-60 miles	998	£63,491
60-80 miles	458	£29,143
80-100 miles	1,063	£216,493
100-999 miles	1,815	£369,703
Overseas	315	£169,756
TOTALS	21,000	£1,889,103

Based on 2004 UK Visitor Survey

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Exhibition Statistics: SCVA – deadweight and displacement

- Extent to which the research project would have proceeded without AHRC funding
- Extent to which a different exhibition would generate similar visitor effects
- Extent to which visitors travelled to the region for reasons other than attending the exhibition

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Exhibition Statistics: SCVA – additionality (deadweight and displacement)

Distance from SCVA (miles)	Total gross spend	Norwich		UK	
		% additional	Total net spend	% additional	Total net spend
0-20 miles	£902,087	2%	£19,485	0%	£0
20-40 miles	£138,430	11%	£14,950	0%	£0
40-60 miles	£63,491	19%	£12,343	0%	£0
60-80 miles	£29,143	22%	£6,295	0%	£0
80-100 miles	£216,493	22%	£46,762	0%	£0
100-999 miles	£369,703	22%	£79,856	0%	£0
Overseas	£169,756	22%	£36,667	24%	£36,667
TOTAL	£1,889,103	11%	£216,359	2%	£36,667

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Exhibition Statistics: British Museum – gross expenditure

Visitor origins	Number of trips from visitors from these origins	Average spend per trip (£'s)	Total gross visitor spend (£'s)
London daytrips	33,600	£0 (no additional trips)	£0
UK daytrips	10,800	£17.03	£173,124
UK overnight stays	7,200	£71.51	£514,872
Overseas overnight stays	68,400	£578.66	£39,580,344
<u>TOTAL</u>	<u>120,000</u>	-	<u>£40,268,340</u>

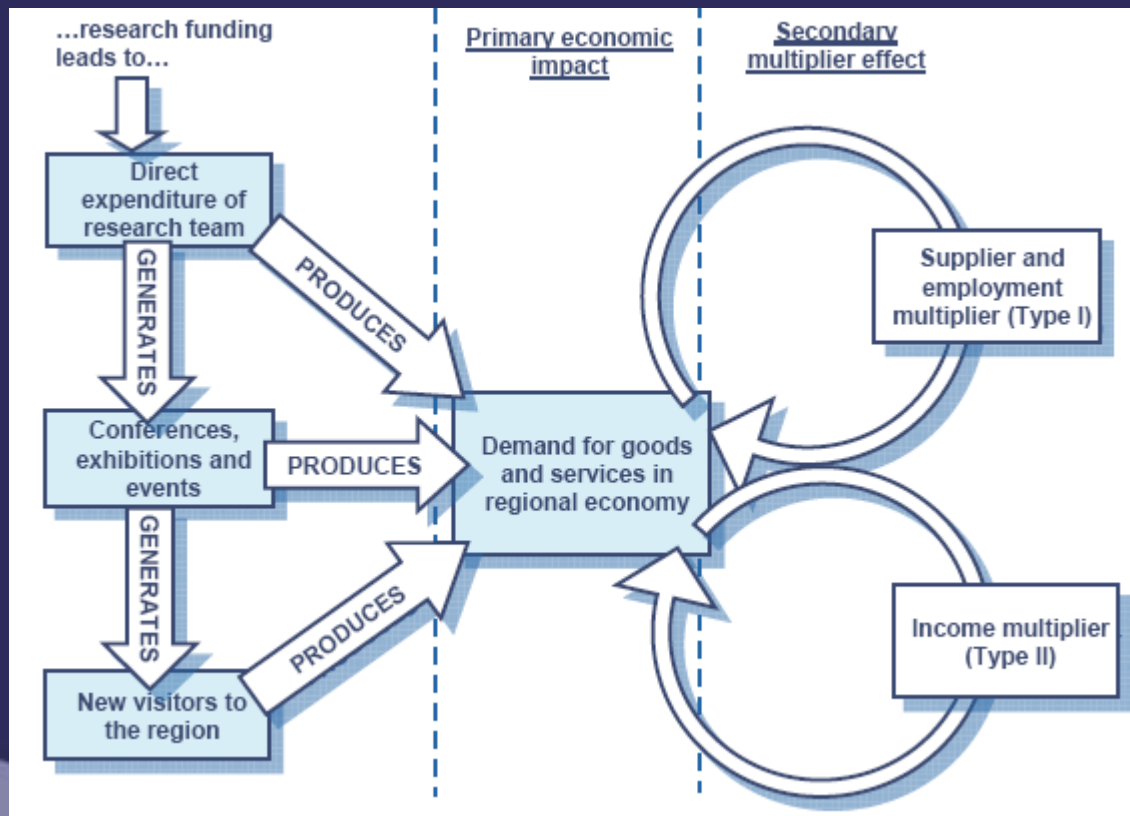
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Exhibition Statistics: Multiplier Effects



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Economic Impact

	Impacts on...		
	Norwich	London	UK
Leakage from overseas fieldwork	-£12,500	-£12,500	-£12,500
SCVA Exhibition visitor impacts	£216,359	N/A	£36,667
BM Exhibition visitor impacts	N/A	£2,727,802	£5,145,445
TOTAL NET ECONOMIC IMPACT	£203,859	£2,715,302	£5,169,612
Multiplier value	1.32	1.4375	1.56
TOTAL IMPACTS	<u>£269,093</u>	<u>£3,903,246</u>	<u>£8,064,595</u>

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Total Economic Impact:

Visitor expenditure
Multipliers

£270k Norwich economy

£3.9m on London economy

£8.1m on UK economy

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Exhibition Statistics: British Museum – Intrinsic Benefits

Income size-band (£)	% of total	No. of visitors	Median WTP values		Total WTP values (all visitors)	
			Lower boundary	Upper boundary	Lower	Upper
Less than 10,000	1%	916	£0	£4	£0	£97,953
11,000 to 20,000	4%	5,176	£6	£8	£60,647	£80,863
21,000 to 30,000	4%	5,303	£6	£8	£135,588	£180,784
31,000 to 40,000	3%	3,513	£4	£6	£102,238	£153,358
41,000 to 50,000	1%	1,071	£0	£4	£0	£25,516
51,000 to 60,000	2%	2,767	£6	£8	£61,559	£82,078
61,000 to 70,000	2%	2,138	£4	£6	£25,691	£38,537
71,000 to 80,000	2%	2,596	£4	£6	£15,699	£23,549
81,000 to 90,000	9%	10,238	£8	£10	£24,908	£31,135
More than 90,000	5%	6,599	£6	£8	£42,878	£57,170
TOTALS		<u>120,000</u>	-	-	<u>£469,209</u>	<u>£770,943</u>



*Bowl with two figure supports. Hawaiian Islands, Mid-late eighteenth century.
Wood, pearl shell, boar's tusks.*

*The British Museum, HAW 46; collected by Captain Charles Clerke in 1778
during Captain Cook's third voyage.*

© The British Museum, London (courtesy of the Trustees of the British Museum).



Neck pendant. New Zealand/Aotearoa. Late eighteenth/early nineteenth centuries. Nephrite, flax, haliotis shell.

The British Museum, LMS 141; from the collection of the London Missionary Society.

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Limitations:

Resource intensive

Data requirements

Relies upon informed assumptions

Wider benefits not captured