



Operationalising the value of culture and sport

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Introduction and overview

- Background: CASE research
- Question: How do we value engagement?
- Objective
 - What is the status of the current debate?
 - What is the value produced by culture and sport?
 - How do we categorise different types of value?
 - Which values does the economic literature capture?
 - Where next?

What is the state of the current debate?

- “Capturing the public value of heritage” (London 2006)
 - DEMOS / Accenture: intrinsic v instrumental
 - Christina Cameron: *‘There is nothing either good or bad but thinking makes it so.’*
 - DEMOS / Accenture: evoke *‘people’s experience’* as a source of intrinsic value
- Bakhshi et al
 - Economic valuation techniques can capture intrinsic value

What do we mean by engagement in culture and sport?

Participating in sport (community, talented, elite)

Watching sport (elite)

Being aware of heritage, art, MLA

Visiting a heritage site or MLA (direct and indirect)

Membership of an organisation related to heritage, art, or MLA

Participating in decision making in heritage, art, or MLA

Reproducing / enacting heritage

Studying heritage, art, MLA

Volunteering in heritage, art, sport or MLA

Employed in heritage, art, sport or MLA

Consuming art (live or recorded)

Producing art (professional or amateur)

Owning sporting of cultural assets

How do we categorise different types of value?

- 3 types of value identified
 - Economic value: preference satisfaction
 - Private goods (market prices)
 - Public goods (econ. values methods)
 - Subjective well-being: experience
 - Survey data e.g. “how happy are you with your life.....”
 - Flourishing / psychological well-being
 - Survey data
 - autonomy, personal growth, self-acceptance, life purpose, mastery and positive relatedness

What is the value produced by culture and sport?

Enjoyment	Health	International reputation
Diversion and release	Skills / competence	Option to use
Escape	Productivity	Existence value
Solace / consolation	Income	Bequest value
Inspiration	Employment	Self-identity
Expression	Achievement	Shared experience
Creativity	Self esteem	National pride
Innovation	Excellence	Community-identity
Knowledge of culture	Community cohesion	Social capital
Understanding others' cultures	Citizenship	
Reduced crime	Continuity with the past	

Which values does the economic literature capture?

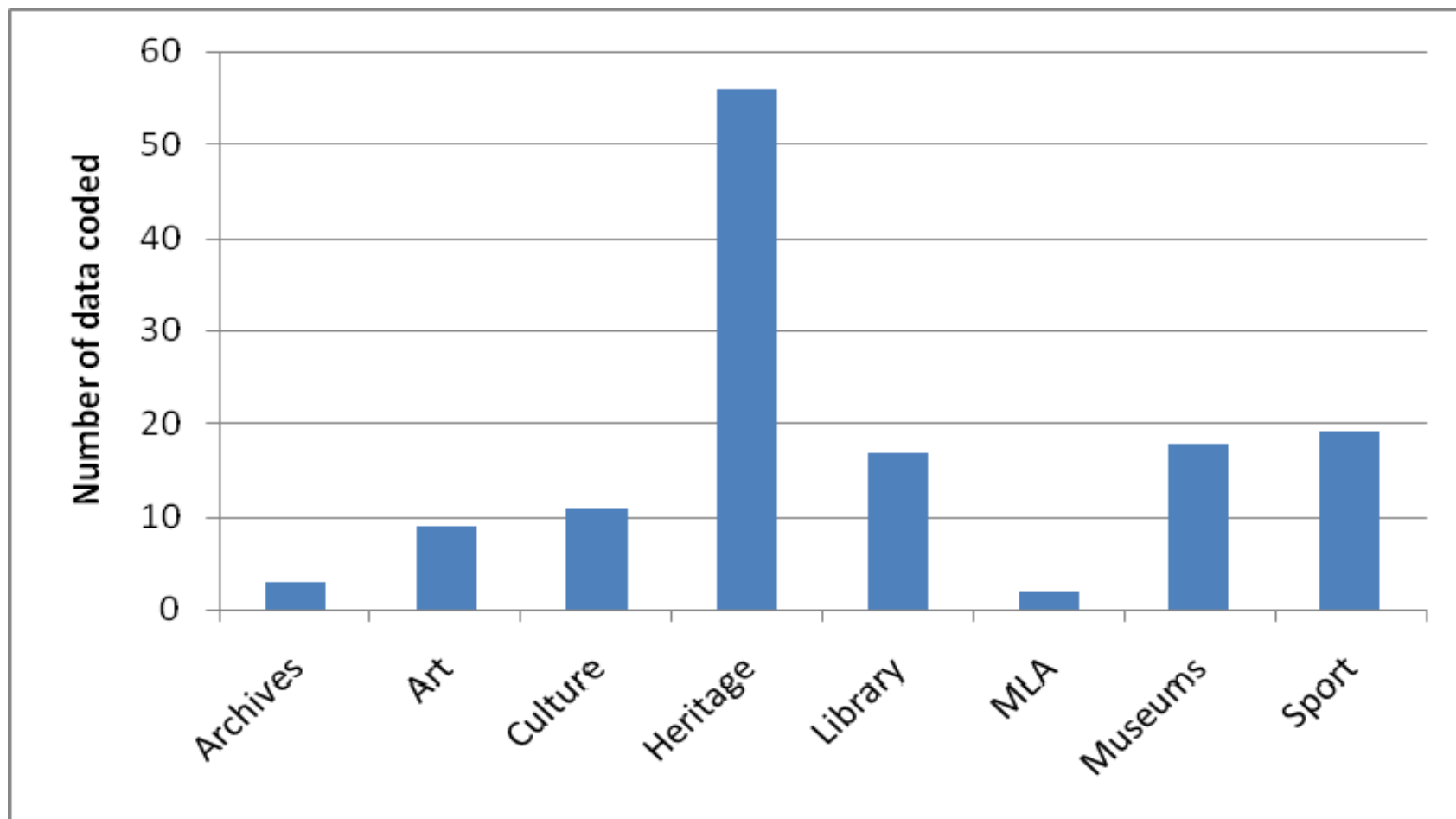
- Theoretical: which values are commensurable with economic values?
- Empirical: which values have been estimated?

Outcomes	Economic		SWB	PWB					
	Market	Non-market		Autonomy	Personal growth	Life purpose	Positive relatedness	Mastery	Self-accept.
Enjoyment	✓		✓						
Diversion and release	✓		✓						
Escape	✓		✓						
Solace / consolation	✓		✓						
Inspiration	✓		✓			✓			
Self-expression			✓	✓					
Self-identity			✓						✓
Self-esteem	✓		✓						✓
Social capital		✓	✓				✓		
Skills / competence	✓	✓	✓		✓			✓	
Productivity	✓		✓						
Employment / Income	✓	✓	✓						
Achievement	✓	✓	✓		✓			✓	
Excellence	✓	✓	✓		✓			✓	
Reduced crime	✓	✓	✓	✓					
Health	✓	✓	✓	✓					
Creativity / innovation	✓	✓	✓		✓				
Option to use		✓	✓						
Existence value		✓	✓						
Bequest value		✓	✓						
Shared experience	✓		✓				✓		
International reputation									
National pride									
Community-identity			✓				✓		
Community cohesion			✓				✓		
Citizenship			✓	✓			✓		
Continuity with the past	✓		✓				✓		
Knowledge of culture	✓	✓	✓				✓		
Connect btw cultures	✓		✓				✓		

Which values have been estimated by economists?

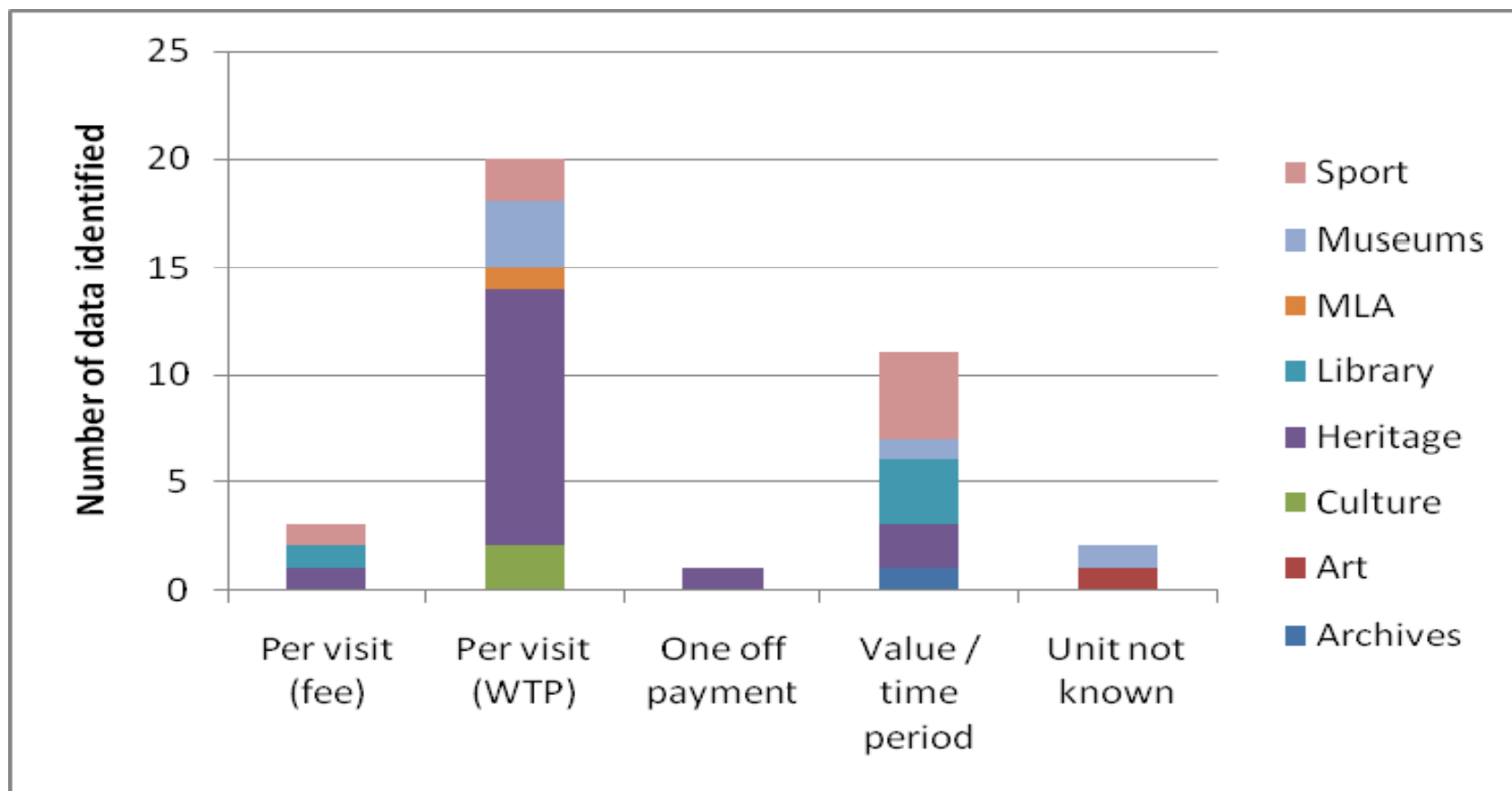
- Review of the literature
 - Method
 - Contacts with stakeholders and experts in the field.
 - Searches of databases, journals, and other
 - Results
 - 94 studies
 - 135 pieces of data were identified
 - 52 (39%) were from the UK

Which values have been estimated by economists?



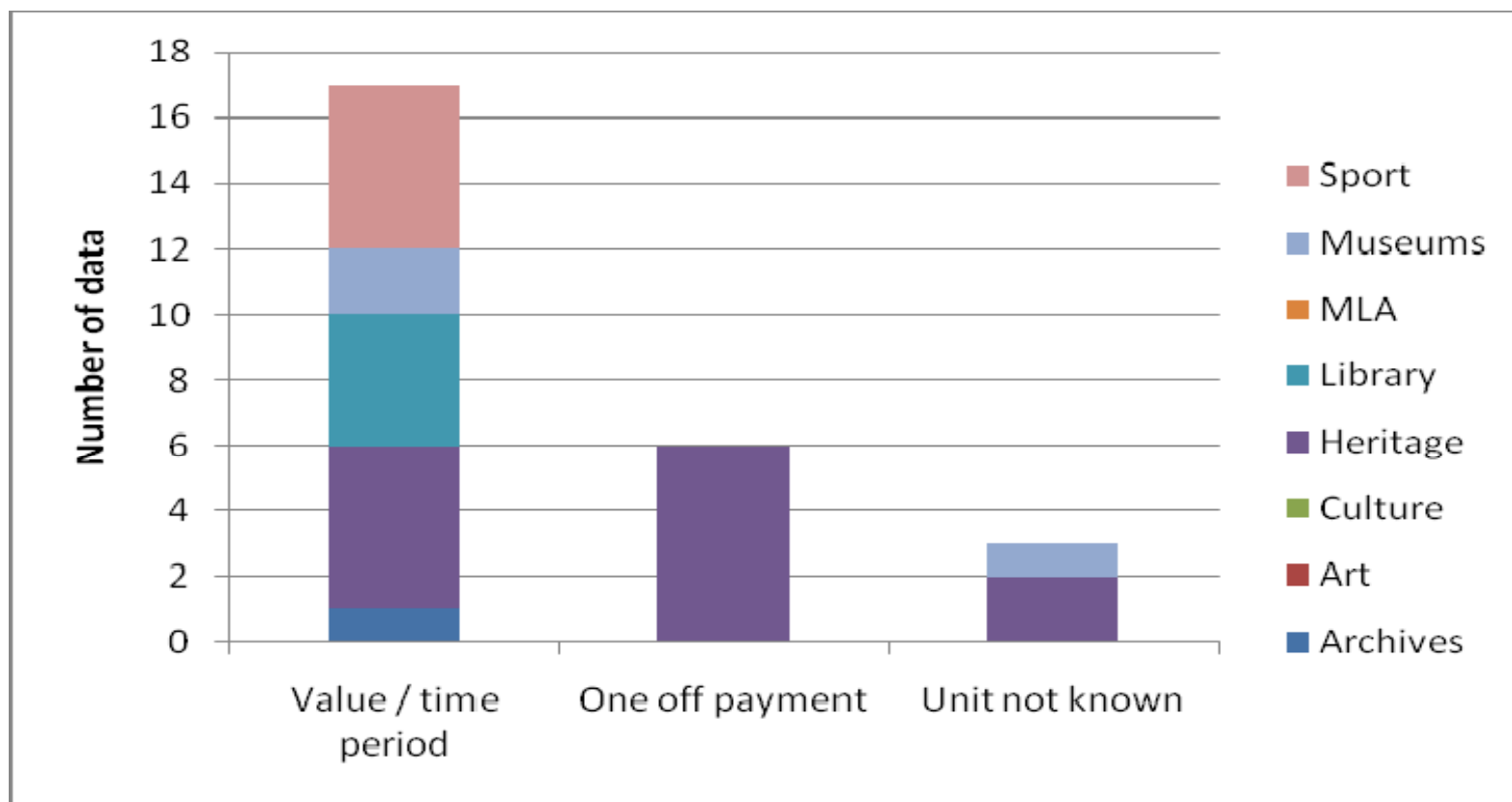
Which values have been estimated by economists?

1. Use value



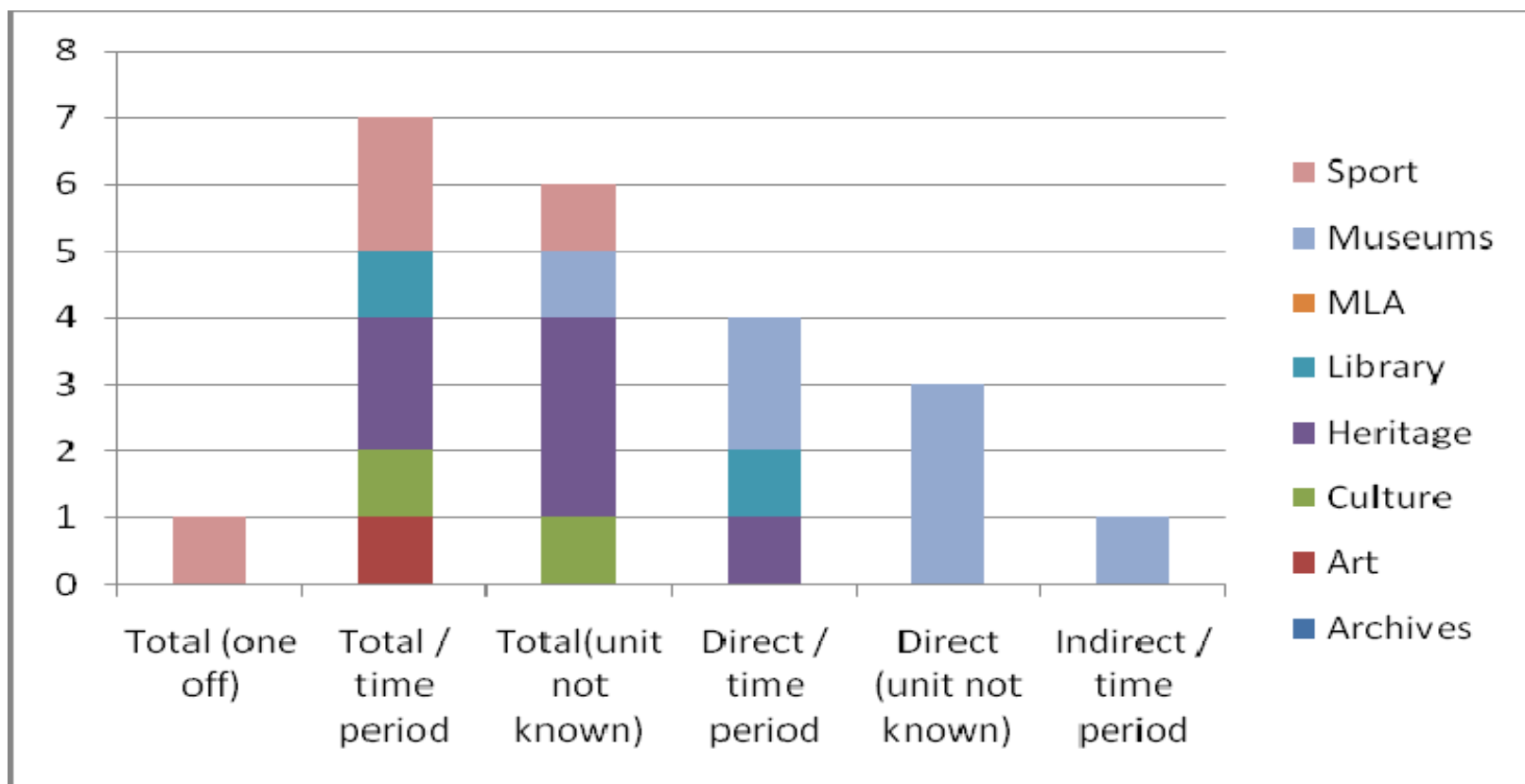
Which values have been estimated by economists?

2. Non-use value



Which values have been estimated by economists?

3. Income generated



Can the economic literature be used to value sport and culture?

- Theoretical limits
 - Externalities – e.g. collective effects of engagement on community cohesion
 - Lack of foresight – values not captured in preferences.
 - Impact on psychological well-being, such as autonomy or connectedness.

Can the economic literature be used to value sport and culture?

- Empirical coverage

	sport	heritage	Art	museum	Library	archive
use	watch	✓✓✓	✓	✓✓✓	✓✓	✓
non-use	events + stadia	✓✓✓	✓	✓✓	✓✓✓	✓✓
other	x	x	x	x	x	x

Qu: Does this reflect your understanding of the literature?

Where next?

- Alternative value methods
 - Review the subjective well-being literature
 - Review modelling methods
- Propose a method for valuing engagement