

# *MAPPING WITH INDICATORS*

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# The argument(1): Strategic realignment

- Cultural policy is a technique of government and governance. It needs to be brought back into the mainstream and end its self-marginalisation.
- We argue that it is *in culture in this strong sense* that lifestyles, identities, values and dispositions are formed; *in culture* that a politico-cultural allegiance to Islam, Judaism, etc is formed; *in culture* that young Muslims from the UK enlist to fight with the Taliban; *in culture* that futures and values, good and bad, are envisioned, negotiated and formed.
- We note that it is *in culture* that the USA finds its largest single exports market; *in culture* that the Uruguay GATT round stalled, and *in culture* that the UK has its fastest growing employment sector.
- *Lots of important, strategic and powerful things happen in culture. How can we respond?*

# The argument(2): Conceptual realignment

- As with the newly strategic concept of 'the environment', we argue for a re-invention of the concept of culture and a re-construction of the 'knowledge base' that informs research and action in the field
- We suggest that for this to happen there is a great deal of work to be done, and accounts to be settled, with anachronistic systems of classification including the (essentially European) system of Art.
- In culture, we argue, the economic, the environmental, the social, the personal and political, walk together We need to be able to see how and understand this in an integrated way within relatively unified and coherent conceptual horizons.

# The argument (3): towards integration

- Four basic orientations to culture inform the conceptual structure we present and the indicator sets that we identify:
  - Economic factors: the *resource orientation*
  - Social factors: the *reproduction orientation*
  - Political factors: the *power relations orientation*
  - Cognitive, ethical and expressive factors: *the conduct orientation*
- How is it possible to make the connections and hold these factors together?

# Forging the tools: some concepts to open doors and address diversity

- Cultural resources
- Cultural capital
- Cultural capacities ('functionings')
- The cultural field
- The cultural ecology
- The value production and circulation chain
- Quality of life evaluation and measurement

# Making the connections to quality of life

- Nottingham businesses:
  - Market and client base (78%)
  - Quality of life and amenity (67%)
  - Supportive business environment (65%)
  - Infrastructure and labour costs(58%)
  - Skill base/talent pool (56%)
- Nottingham people:
  - 68% fairly high to high value on culture and the arts
  - 71% ‘understand the world and its people’
  - 56% ‘important for my personal development’
  - 55% ‘encourage a sense of community’
  - 47% ‘sense of local identity’

# Indicators and policy dialogue

- If you ask people you begin to arrive at some important indicators for policy
- You can then begin to work *from the bottom up* to test available systems and frameworks of indication provided by current objective indicator sets and move towards a more integrated context-sensitive and dynamic assessment of the cultural field and, crucially, its relationship to quality of life

# The Indicator Sets

- Cultural Vitality, Diversity and Convivability
- Cultural Access, Participation and Consumption
- Culture, Lifestyles and Identity
- Culture, governance, ethics and conduct

# Cultural vitality, diversity and conviviability

- Strength of the cultural economy
- Diversity of cultural production and consumption
- Sustainability of the cultural ecology
- Extent to which these factors contribute to quality of life and 'living together'

# Cultural access, participation and consumption

- Access to opportunities for creation through to consumption
- Focus on uses and users, non-uses and non-users
- Ends to which cultural resources are used

# Culture, lifestyles and identity

- Extent, diversity and sustainability of uses and non-uses of cultural resources for lifestyle and identity purposes.
- Recognition of the reality of sub-cultures 'below' the policy horizon
- Inequalities of access to these opportunities

# Culture, governance, ethics and conduct

- Contribution of culture to personal and community development
- Contribution of culture to community cohesion and social inclusion/exclusion
- Contribution of culture to the understandings of diversities