

Appendix C: Economic evaluation of Big Noise Govanhill: literature review

Summary

Background To inform the economic evaluation of Sistema Scotland's Big Noise programme at Govanhill, Glasgow, a literature review was conducted to identify existing literature reviews and published economic evaluations (peer-reviewed and grey literature) of economic impacts of community arts programmes. Particular attention was paid to those that highlighted musicianship projects and/or that were focused on public health interventions.

Methods Peer reviewed papers were identified using a range of academic journal search engines. Grey literature was identified using online search engines and professional networks. Data were extracted from all papers included in the literature review that met the inclusion criteria and had been subject to economic evaluation or were from an economic perspective (n=15). Reported costs and benefits of the programme or project were extracted and the type of economic analysis (if used) was identified according to pre-set definitions of economic evaluation used in the field of health economics.

Results Of 15 papers identified, 11 papers had some focus on arts and culture or music as part of an intervention and four papers presented an economic perspective on the implications of topics related to an asset-based approach for public health interventions. Of the group of 11 studies, although ten papers gave some detail about costs and/or benefits only six were applied economics: three were economic evaluations, another one was a proposal for economic evaluation, and two further papers reported willingness-to-pay estimates for participation in arts and culture, determined using a wellbeing valuation approach.

Discussion The literature review identified studies assessing the health impact of arts-based interventions and noted that they have reported some data on costs and benefits. However, studies reporting the results of applied economic evaluations assessing the costs and health benefits of healthy public policy interventions delivered through an arts and culture (or music) medium are very limited.

Overview

Reviewing the 15 papers identified, of particular note was a study by Hampshire and Matthijsse (2010) which considered the evidence from three SingUp choirs to determine whether there are positive impacts (benefits) on health and wellbeing with a particular focus on social capital. The results demonstrate a potential downside when an intervention is not universal – the participants involved reported a disconnect from peer groups as a direct result of participation. Participation rates for SingUp choirs were also impacted by other commitments (time constraints) and transport constraints, highlighting a need to understand if the intervention is unique for participants or similar to other activities being undertaken.

In grey literature, a report by Fujiwara (2013) was useful to identify a value that could be imputed for participation in arts in terms of its impact on health and wellbeing. Using a Wellbeing valuation approach the author determined monetary values, which can be used in CBA and SROI studies. Specifically, valuing participation in arts (or sports) at £1,500 pa and audience attendance at arts at £2,000 pa using this approach.

Two studies were identified which are broadly analogous to the economic evaluation of Big Noise Govanhill and therefore have elements which are useful to inform it: Powell *et al.* (2013) and Heckman *et al.* (2010). Powell *et al.* (2013) conducted a feasibility study trialling economic evaluation (specifically cost-effectiveness analysis) of a girls dance project in Bristol. They used

discrete choice experiments to elicit preferences for leisure activities in rank order although there was no valuation of benefits beyond ranking preferences. The study demonstrated that it is possible to conduct economic evaluation for arts based projects that deliver health and wellbeing outcomes. Heckman *et al.* (2010b) report on a CBA of the High Scope Perry Preschool longitudinal study, a seminal study in early years intervention research. The emphasis of the intervention is on intensity (2.5 hours, each weekday) and duration (2 years of preschool) with arts and culture delivered as part of the curriculum rather than an exclusive focus. The study reports the results of the CBA and it is noted that cost of crime can be overvalued unless values are controlled for outliers (such as murder, where costs take into account the value of a statistical life as well as cost of incarceration) and as such can have potentially disproportionate impact upon evaluation results. The authors' conclude that the estimated social rate of return is between 7-10% and that this is likely to be a lower-bound estimate of the rate of return.

Conclusions

There is very little literature available reporting economic evaluations of complex arts and culture based interventions despite a body of work in the academic literature about how economic evaluation can be applied in public health (see Drummond *et al.*, 2007) and recent Medical Research Council guidance on complex interventions (Craig *et al.*, 2008). Of the few studies identified, the CBA of the High Scope Perry Preschool programme (Heckman *et al.*, 2010) and the CBA of the Casey programme (Zerbe *et al.*, 2013) are the most useful in terms of examples of applied use of CBA. Studies specifically concerned with the economic evaluation of arts and culture or music interventions are generally pilot studies (Powell *et al.*, 2013 and Skingley *et al.*, 2011). The benchmark remains Heckmann *et al.* (2010) and the associated body of work related to the High Scope Perry Preschool programme longitudinal study.

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