REASONS
why arts and culture make a difference to young people’s lives

The statements in this document have been drawn together from a variety of sources including academic research, sector specific publications and government reports. To find out more go to: www.weareive.org/bridge/10-Reasons
Arts and culture promote economic growth

- Arts and culture play a central role in attracting overseas visitors and investment.
- The UK’s creative industries are worth £87.4bn, employing one in 11 working people.
- The arts teach entrepreneurial abilities that are key to the future of engineering and the economy.
- Firms that deploy STEM and art skills (STEXM) experience faster sales growth than STEM firms.

Arts and culture develop skills for the jobs of the future

- The increase in automation means that jobs of the future are likely to require the skills that only humans can bring - empathy, creativity and enterprise.
- Arts and cultural education nurtures these skills and prepares young people for new creative professions of the future.

Arts and culture encourage civic and political engagement

- Students who engage in the arts at school are twice as likely to volunteer and are 20% more likely to vote as young adults.
- Drama in schools significantly increases young people’s communication skills and makes them more empathic, more tolerant and more likely to participate in public issues.

Arts and culture provide routes to success for young people with special educational needs

Arts and cultural programmes with SEND young people:
- Create opportunities to show hidden talents, creativity and practical skills.
- Support the development of ideas and lateral thinking.
- Enable retention of skills.
- Build confidence and communication skills.

Arts and culture level the playing field for disadvantaged students

- Disadvantaged young people taking part in arts activities show positive social and academic outcomes.
- Schools using Pupil Premium funding for arts and cultural experiences are seeing reduced attainment gaps.
- At-risk young people with a history of arts engagement show higher achievement.

Arts and culture improve mental health and wellbeing

Mental health teams using arts and culture in schools have seen benefits including:
- Improved self-esteem, social skills and social inclusion.
- Opportunities to develop new supportive friendships.
- Better school attendance and participation in extra-curricular activities.
- Distraction from ongoing anxieties and greater freedom to make decisions.

Arts and culture develop transferable life and work skills

- There is strong evidence that arts education cultivates:
  - Confidence and motivation.
  - Cognitive abilities, critical thinking and problem solving.
  - Teamwork, communication and social competency.
  - A higher chance of sustaining employment into later life.

Find out more...
The value of arts and culture to people and society. Arts Council England
Social Mobility and the Skills Gap, Creative Industries Federation
The Power of Music, Susan Hallam
Undercliffe Tales: an evaluation, IVE

Find out more...
Statistical Evidence: Key findings, DCMS
The Fusion Effect: how firms gain from combining arts and science skills, Nesta
Enriching Britain: Culture, Creativity and Growth, University of Warwick

Find out more...
Creativity Vs Robots: The creative economy and the future of employment, Nesta
14-19 Education: A New Baccalaureate, The Edge Foundation

Find out more...
Art Works: Using the arts to promote emotional health and wellbeing in schools, City Arts
The impact of arts interventions on health outcomes, University of Cambridge

Find out more...
Understanding the value of arts & culture, AHRC
Evaluation of the Start Programme, NFER
Contribution of the arts and culture sector to the national economy, Centre for Economics and Business Research

Find out more...
The value of arts and culture to people and society: An evidence review, National Endowment for the Arts
The Arts and Achievement in At-Risk Youth, National Endowment for the Arts
Broadening Access to a Cultural Education through Pupil Premium, A New Direction

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The Arts and Achievement in At-Risk Youth, National Endowment for the Arts
Broadening Access to a Cultural Education through Pupil Premium, A New Direction

Find out more...
Cultural Education in England, DfE and DCMS
Champions of Change: The Impact of the Arts on Learning, Fiske
Arts Integration: A Strategy to Improve Teaching and Learning, Center on School Turnaround