



A study to support the creative, cultural, festivals and events industries in Powys

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Appendices for Final Report

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Appendix 1: Database development

Wavehill were commissioned with undertaking a data collection exercise to establish a fully comprehensive database of all the people / businesses and community groups involved in the following sectors:

1. Festival and Events: including a full range of activities that take place across Powys such as agricultural shows, music festivals, art events, carnivals and niche community based events.
2. Cultural & Creative industries e.g. new media, film, music, television, ceramics, photography, textiles, crafts, and performing arts.

The database development process was undertaken using the following methods:

- Google search: Using specific search criteria words including:
 - Names of towns/villages in Powys
 - 'events in Powys'
 - 'festivals in Powys'
 - 'shows in Powys'
- Specific dedicated websites e.g.
 - Visit Wales website
 - Royal Welsh Showground website
 - Tourism Powys website
 - Green Events website
 - Arts Council website
- Suggested Stakeholder Contacts i.e.
 - Arts Engine database
 - Powys Town Councils
 - Specific and relevant contacts from Glasu staff

Group identification process by category

1. Festival & Events

Definition: Activities that take place across Powys including agricultural shows, music festivals, art events, carnivals and niche community based events.

Example of sources for contacts used:

- Glasu Database
- www.tourism.powys.co.uk – search criteria - 'What's On' Page - identified by date
- www.rwas.co.uk – search criteria – 'facilities and other events' - events diary
- www.visitwales.co.uk – search criteria – 'things to do' – search events / search attractions
- www.tpmw.co.uk – search criteria – 'Mid Wales sense of place'
- Town Councils – contact details sourced from 'The Wales Year Book'
- Possible contacts provided by Glasu

Note: All sources identified during this search process were added to the list. No filtering mechanism was used.

2. Creative and cultural industry

Definition: The phrase ‘creative industries’ was first adopted in the context of UK policy by the Department for Culture, Media and Sport (DCMS) in 1998. DCMS defined the sector as comprising *“those activities which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.”*

The following activities are identified which emphasise the breadth of the creative industries: advertising; architecture; arts and antique markets; crafts; design (and communication design); designer fashion; film, video and photography; software, computer games and electronic publishing; music and the visual and performing arts; publishing; television; and radio.

Indeed, defining the creative industry has attracted much debate and there is often a question about the boundaries between the creative industries and the similar term of cultural industries. Cultural industries are best described as an adjunct-sector of the creative industries. The United Nations Educational, Scientific and Cultural Organisation (UNESCO) explain that included in the cultural industries are publishing, music, cinema, crafts and design. Due to the overlap and interrelationship between the creative and cultural sectors, this study seeks to develop an understanding of both sectors as one industry in the Powys area based on the sub-sectors identified by DCMS and UNESCO.

Main source of contacts used:

- Arts Engine Database – provided by Glasu
- Dunn & Bradstreet – www.dnb.co.uk
- Experian – www.experian.co.uk

Note: All sources identified during this search process were added to the list. No filtering mechanism was used.

The creative and cultural industry is not traditionally defined using Standard Industrial Classification (SIC) codes. There was an attempt as part of this study however to identify enterprises through SIC codes in order to ensure that the database was comprehensive. The following SIC codes were identified and used as a basis to identify relevant categories when sourcing information from Experian and Dunn & Bradstreet.

SIC code	Description
36.22	Manufacture of jewellery and related articles not elsewhere classified
36.3	Manufacture of musical instruments
36.61	Manufacture of imitation jewellery
74.4	Advertising
74.40/1	Sale or leasing activities of advertising space or time
74.40/2	Planning, creation and placement of advertising activities
74.40/9	Advertising activities not elsewhere classified
74.84/2	Speciality design activities
2211	Publishing of books
2212	Publishing of newspapers
2213	Publishing of journals and periodicals
2214	Publishing of sound recordings
2215	Other publishing
2231	Reproduction of sound recording
2232	Reproduction of video recording
2233	Reproduction of computer media
5248	Other retail sale in specialised stores
5250	Retail sale of second-hand goods in stores
7221	Reproduction of computer media
7420	Architectural and engineering activities and related technical consultancy
7440	Advertising
7481	Photographic activities
7487	Other business activities not elsewhere classified
9211	Motion picture and video production
9212	Motion picture and video distribution
9213	Motion picture projection
92.2	Radio and television activities
9231	Artistic and literary creation and interpretation
9232	Operation of arts facilities
9234	Other entertainment activities not elsewhere classified
9240	News agency activities
9272	Other recreational activities not elsewhere classified
1771	Manufacture of knitted and crocheted hosiery
1772	Manufacture of knitted and crocheted pullovers, cardigans and similar articles
1810	Manufacture of leather clothes
1821	Manufacture of work wear
1822	Manufacture of other outerwear
1823	Manufacture of underwear
1824	Manufacture of other wearing apparel and accessories not elsewhere classified
1830	Dressing and dyeing of fur; manufacture of articles of fur
92.52	Museum activities and preservation of historical sites and buildings
92.52/2	Preservation of historical sites and buildings

Experian data search criteria – Yellow Pages Search

The following activities were identified through Yellow Pages.

Filter By	Category Header	Sub Categories Selected	Breakdown	
Business Activity	Agricultural & Material	Glass	China & Glassware	
			Glass Decorators	
			Glass Workers & Blowers	
			Glass Work	
			Mirror	
			Stained Glass	
	Manufacturing	Clothing & Coverings	Costume & Mantle Mfrs	
			Dancewear	
			Dressmakers	
			Glove Mfrs & Merchants	
			Hat and Cap Mfrs and Merchants	
			Marquee and Tent Mfrs & Suppliers	
			Millinery Mfrs & Wholesalers	
			Walking Sticks	
			Footwear & Leather Goods	Ballet Shoes
				Leather Factors & Merchants
				Leather Garment Mfrs
			Furnishings (Manufacturing)	Leathergoods Mfrs & Wholesalers
				Cabinet Makers
				Cane Furniture
		Metal Working		Enamellers
				Coppersmiths
				Silversmith - manufacturing
				Textile Services
		Precision Goods	Wrought Iron	
			Arms & Armour Antiques	
			Clock and Watch Mfrs & Suppliers	
			Gun dealers & Gunsmiths	
			Printing	Hot Stamping Foil & Gold Leaf
		Printers & Lithographers		
	Printing - Plates			
Printing - Colour				
Printing - Plastic				
Screen printers				
			Ticket Printers	

		Printing Trade Services	All categories
		Publishing	All categories
		Sound & Lighting	Acoustic Engineers
			Lighting Installers & Engineers
			Music Systems - Commercial
			Recording Equipment
			Sound Equipment & Installations
			Sound Equipment & Systems
		Textile Trade Services	Designers - Textile
			Dyers & Finishers
			Embroidery Services
			Fashion Artists
			Fashion Designers
			Needlecraft Retailers
			Patchwork & Quilting
			Pleaters
			Textile Accessories
			Textile Printers
			Weavers
		Textile - General Products	Button and Buckle Mfrs & Dyers
			Flags, Banner & Bunting
			Knitwear Mfr & Wholesalers
			Lace Mfr & Merchants
			Textile Mfrs
			Woolen Goods Mfr & Merchants
			Trimmings
		Textiles	Knitwear & Materials
			Fabric Mfrs
			Felt Mfrs & Merchants
			Kilts, Tartan & Accessories
			Knitted Fabric Mfrs
			Silk Mfrs & Merchants
			Yarn Mfrs & Suppliers
		Wood Products & Brushes	Woodworkers
			Woodworkers & Wood Turners
	Services	Advertising & Design	Advertising Agencies
			Advertising Contractors
			Advertising - outdoor
			Advertising - TV, Radio & Cinema
			Artists

			Artists - Commercial
			Badge & Emblem Makers
			Calligraphy
			Carvers & Gilders
			Computer Aided Design Services
			Desk Top Publishing
			Display Artist & Designers
			Display Contractors & Suppliers
			Exhibition & Show Organisers
			Exhibition Designers
			Exhibition Stands
			Fashion Agents
			Heraldic Craftsmen
			Illustrator
			Name Plates
			Poster & Picture Printers
			Poster Writers
			Promotional Items & Incentives
			Sculptors
			Sign Writers
			Stained Glass
			Wood Carvers
			Writers
		Film & Photographic	Aerial Photography & Surveys
			Animation
			Cinemas
			Designers, TV, Film & Theatre
			Film Producers & Directors
			Make-up Artists
			Photographers - General
			Photographers - Processing & Printing
			Photographers - Studio Hire
			Picture Framers & Frame Makers
			Projectors
			TV Film & Video Production Services
			Video DVD Services
		Leisure & Entertainment Services	Arts Organisations
			Authors & Script Writers
			Bands - Music

			Children's Entertainers
			Entertainers - General
			Entertainment Agencies
			Entertainments
			Music Arrangers & Composers
			Music Management & Promotion
			Music Instrument Tuning & Repair
			Musicians & Composers
			Piano Tuning & Repair
			Theatrical Agents
			Theatrical Companies
			Theatrical Services
			Ticket Agencies
		Leisure Places	Art Galleries
			Entertainment Centres
			Halls
			Museums
			Pottery & Ceramic Cafés
			Theatres & Concert Halls
		TV & Radio	Music Studio & Practice Rooms
			Recording Services

Geography	P		Powys
Business Size	Turnover		Unclassified
			1 - 90k
			90k - 400k
			400k - 1m
	Employees in Business		Select all categories
	No employees at site		Select all categories
	SoHo		Yes
Location Details	Telephone Prefix		01 - Geographic Area Code
			03 - UK Wide Nos
			05 - Corporate Nos
			07 - Personal / Mobile Nos
			08 - Freephone Nos

The following categories were sourced on enterprises:

Business Details	Age of Business		All categories
	Business Type		All categories
	Companies House Legal Status		All categories

Experian Data search criteria – SIC codes

The following activities were identified through Experian.

Filter By	Category Header	Sub Categories Selected	Breakdown
Business Activity	(C) Manufacturing	Manufacturing of Textiles	Preparation and Spinning of Textiles Fabrics
			Weaving of textiles
			Finishing of textiles
			Mfr of other textiles
		Manufacturing of Wearing Apparel	Mfr of weaving apparel, except fur
			Mfr of articles of fur
			Mfr knitted & crocheted apparel
			Tanning & dressing of leather - mfr luggage, handbags, etc
		Manufacturing leather & related products	Mfr Footwear
			Mfr of products of wood, cork, straw & plaiting materials
		Manufacturing of Wood & Wood products	Mfr of products of wood, cork, straw & plaiting materials
			Mfr articles of paper & paperboard
		Manufacturing of paper & paper products	Mfr articles of paper & paperboard
			Printing & services activities related to printing
		Printing & reproduction of recorded media	Printing & services activities related to printing
			Reproduction of recorded media
		Manufacturing of other non-metallic mineral products	Mfr of glass & glass products
			Mfr of porcelain & ceramic products
			Cutting, shaping & finishing of stone
		Manufacturer of Furniture	Manufacturer of furniture
Mfr of jewellery, bijouterie & related articles			
(J) Information & Communication	Other Manufacturing	Mfr of jewellery, bijouterie & related articles	
		all categories	
(R) Arts, Entertainment & Recreation	Publishing activities	Creative, arts and entertainment activities	
		Libraries, archives, museums & other cultural activities	

The following categories were sourced on enterprises:

Geography	P	Powys
Business Size	Turnover	Unclassified
		1 - 90k
		90k - 400k
		400k - 1m
	Employees in Business	Select all categories
	No employees at site	Select all categories
	SoHo	Yes
Location Details	Telephone Prefix	01 - Geographic Area Code
		03 - UK Wide Nos
		05 - Corporate Nos
		07 - Personal / Mobile Nos
		08 - Freephone Nos
Business Details	Age of Business	All categories
	Business Type	All categories
	Companies House Legal Status	All categories

Database Verification

Whilst every effort was made to identify contacts within each group criteria, as we were not able to speak to all creative and cultural enterprises and events identified, and the fact that there was an element of a self-defining categorization, it must be noted that there will be element of change within the database which may affect its robustness for future surveys.