Irish Arts Sector
Private Investment Report: 2016

Prepared by

www.2into3.com

July 2016

Contents

Page

1 Introduction 3

1.1 About this Report 3

2 Private Investment Received by Arts Organisations 4

2.1 Introduction 4

2.2 Total Private Investment Received by Funded Organisations 4

2.3 Private Investment as a Proportion of Total income 5

3 Art Form/Practice Review of Private Investment Received 7

3.1 Introduction 7

3.2 Total Private Investment Received by Artform & Practice 7

3.3 Private Investment Proportion of Turnover by Artform/Practice 8

3.4 Trends in Private Investment by Artform/Practice 9

4 Geographical Review of Private Investment Received 10

4.1 Introduction 10

4.2 County Review 10

4.3 Province Review 11

5 Appendix 12

5.1 Financial Reporting of Private Investment by Funded Organisations 12

5.2 Artforms and Practices 13

5.3 Organisations Included in Report 14

Figures & Tables

Page

Figure 2.1 – Private Investment Received, 2014 4
Figure 3.1 – Total Private Investment Received 7
Table 2.1 – % Change in Private Investment Income 5
Table 2.2 – Private Investment Received by Large Organisations, 2014 5
Table 2.3 – Private Investment Received by Medium Organisations, 2014 6
Table 2.4 – Private Investment Received by Small Organisations, 2014 6
Table 3.1 – Private Investment Proportion of Turnover 2014 8
Table 3.2 – % Change in Private Investment 9
Table 4.1 – Private Investment Received by County 2014 10
Table 4.2 – Private Investment Received by Province 2014 11
Table 5.1 – Definition of Private Investment 12

1 Introduction

1.1 About this Report

This report is submitted to the Arts Council by 2into3, specialist advisors and capacity builders for the not-for-profit sector. It is the third report published by the Arts Council that seeks to identify the level of annual private investment received by Arts Council funded organisations.

This report focuses on sponsorship and philanthropic income received by arts organisations and analyses the investment received considering factors such as art form, organisation size and location. The results in this report provide an overview of private investment in the arts, benchmarking data for arts organisations and trend analysis on the fundraising landscape.

The Arts Council requested funded organisations to record the private investment they received in 2014 as part of their annual account submissions. The definition adopted for private investment can be found in Appendix 5.1. This study is based on information submitted by 177 organisations. Where trend analysis is possible, this dataset includes 155 organisations. Results presented should be viewed independently of those in previous Private Investment Reports as the organisations and datasets differ. While every effort is made to ensure accuracy of private investment data, annual accounts are not compiled with the intention of inclusion in this analysis. For example, some organisations within the wider not-for-profit sector subsume fundraised income under another heading. Moreover, while SORP standards define donations as also including gifts in-kind, not all organisations include this form of private investment as income in their annual accounts. Private investment may therefore be under reported. In an effort to mitigate this, contact was made with a number of organisations to confirm total private investment figures, including in-kind donation income.

2 Private Investment Received by Arts Organisations

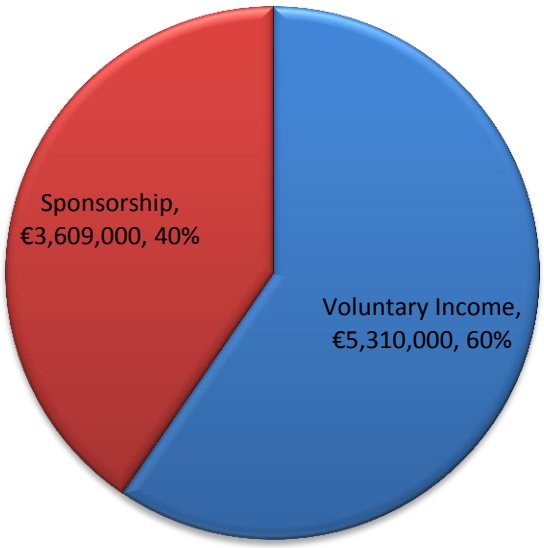
2.1 Introduction

This section examines the levels of private investment received by arts organisations as reported to the Arts Council in 2014. Where possible, trend data on organisations for which we have comparable data have also been included in this report.

2.2 Total Private Investment Received by Funded Organisations

Total private investment in 2014 amounted to €8,919,000. The graph below presents the split of total private investment reported between sponsorship and voluntary income, with voluntary income representing the majority of receipts.

Figure 2.1 – Private Investment Received, 2014



2.2.1 Trends in Private Investment Income

A breakdown of trends in private investment can be seen below. The Arts sector has experienced continuous growth in private investment over this period.

Table 2.1 – % Change in Private Investment Income

	2013 vs 2014	2012 vs 2014
Voluntary Income	17.4%	56.4%
Sponsorship	12.8%	17.1%
Total Private Investment	15.4%	37.2%

Changes in an organisation's private investment income can have a substantial effect on sector-wide trends. With the five largest outliers removed, private investment between 2012 and 2014 increased by 17%, voluntary income increased by 26% and sponsorship grew by 8%.

2.3 Private Investment as a Proportion of Total income

To identify the proportion of arts organisations' income that was sourced from private investment, the following analysis outlines the percentage of turnover that voluntary income, sponsorship and total private investment constitutes.

2.3.1 Large Organisations

Large organisations were defined according to a reported turnover in 2014 greater than €800,000. The total turnover and proportion of voluntary income, sponsorship and private investment for 33 Arts Council funded organisations that qualified as large is as follows:

Table 2.2 – Private Investment Received by Large Organisations, 2014

	Total Turnover	Voluntary Income	%	Sponsorship	%	Private Investment	%
Large	€66,901,000	€3,367,000	5.0%	€2,067,000	3.1%	€5,434,000	8.1%

Large organisations experienced an increase in private investment income of 10% in 2014 when compared to the previous year. Voluntary income rose by 17%, while sponsorship showed no change.

2.3.2 Medium Organisations

Medium sized organisations were defined according to a reported turnover in 2014 between €300,000 and €800,000. The total turnover and proportion of voluntary income, sponsorship and private investment for 69 Arts Council funded organisations that qualified as medium is as follows:

Table 2.3 – Private Investment Received by Medium Organisations, 2014

	Total Turnover	Voluntary Income	%	Sponsorship	%	Private Investment	%
Medium	€33,390,000	€1,150,000	3.4%	€1,075,000	3.2%	€2,225,000	6.7%

Medium organisations reported an increase in private investment of 45% compared to 2013. Voluntary income increased by 39% while sponsorship increased by just over 50%.

2.3.3 Small Organisations

Small organisations were defined according to a reported turnover in 2014 of less than €300,000. The total turnover and proportion of voluntary income, sponsorship and private investment for a total of 75 Arts Council funded organisations that qualified as small is as follows:

Table 2.4 – Private Investment Received by Small Organisations, 2014

	Total Turnover	Voluntary Income	%	Sponsorship	%	Private Investment	%
Small	€13,458,000	€793,000	5.9%	€467,000	3.5%	€1,260,000	9.4%

For small organisations, private investment increased by 6%, voluntary income increased by 2% and sponsorship grew by 13%.

3 Art Form/Practice Review of Private Investment Received

3.1 Introduction

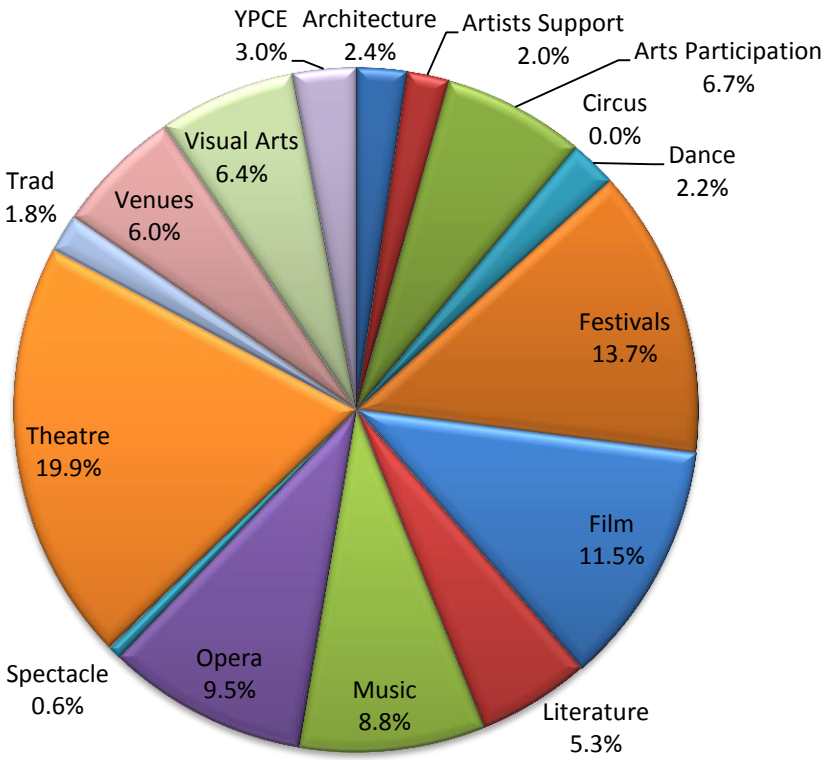
The Arts Council supports and promotes the arts in Ireland and concentrates on policy areas divided into three groups: Artforms, Arts Practices and Multi-Disciplinary Arts. The following analysis of investment received by artforms and practices is in line with the Arts Council's definition that can be found in Appendix 5.2.

This section examines the levels of private investment received by arts organisations as reported to the Arts Council in 2014 and provides yearly comparisons.

3.2 Total Private Investment Received

The figure below illustrates the private investment received in 2014. Theatre organisations were found to be the most prolific fundraisers, generating 20% of all private investment. Festivals and Film also dominated the landscape. Arts Participation and Literature artforms received a relatively sizable portion of private investment in 2014, however these accounted for limited private investment income overall.

Figure 3.1 – Total Private Investment Received 2014



3.3 Private Investment Proportion of Turnover

Private Investment accounted for 7.8% of total turnover for arts organisations in 2014. Private investment for Architecture organisations represented the highest proportion of turnover at 64%, followed by Artists Support (21.5%). Venues reported the lowest proportion of turnover of 1.8%.

Table 3.1 – Private Investment Proportion of Turnover 2014

Artform/Practice	Total Turnover	Voluntary Income	%	Sponsorship	%	Private Investment	%
Architecture	€327,000	€25,000	7.6%	€185,000	56.6%	€210,000	64.2%
Artists Support	€829,000	€136,000	16.4%	€42,000	5.1%	€178,000	21.5%
Arts Participation	€4,410,000	€587,000	13.3%	€13,000	0.3%	€600,000	13.6%
Circus	€397,000	€0	0.0%	€0	0.0%	€0	0.0%
Dance	€4,456,000	€73,000	1.6%	€126,000	2.8%	€199,000	4.5%
Festivals	€5,756,000	€268,000	4.7%	€955,000	16.6%	€1,223,000	21.2%
Film	€6,940,000	€497,000	7.2%	€533,000	7.7%	€1,030,000	14.8%
Literature	€4,999,000	€346,000	6.9%	€130,000	2.6%	€476,000	9.5%
Music	€12,680,000	€442,000	3.5%	€341,000	2.7%	€783,000	6.2%
Opera	€4,827,000	€592,000	12.3%	€296,000	6.1%	€848,000	17.6%
Spectacle	€736,000	€2,000	0.3%	€14,000	1.9%	€56,000	7.6%
Theatre	€25,351,000	€1,383,000	5.5%	€399,000	1.6%	1,777,000	7.0%
Trad	€964,000	€155,000	16.1%	€1,000	0.1%	€161,000	16.7%
Venues	€29,384,000	€279,000	0.9%	€257,000	0.9%	€536,000	1.8%
Visual Arts	€6,369,000	€384,000	6.0%	€191,000	3.0%	€575,000	9.0%
YPCE	€5,324,000	€141,000	2.6%	€126,000	2.4%	€267,000	5.0%
Total	**€113,749,000**	**€5,310,000**	**4.7%**	**€3,609,000**	**3.2%**	**€8,919,000**	**7.8%**

3.4 Trends in Private Investment

Private investment increased for the majority of artforms. Between 2013 and 2014, Private Investment for Festivals increased by 33%, while support for Film and Theatre increased by 30% and 28% respectively. While Architecture showed a high percentage increase in private investment of 239%, in real terms this amounted to less than €150,000. The biggest decrease was reported by Arts Participation (17%) due to an organisation receiving a significant one-off gift in 2013.

While Dance organisations experienced a slight increase in private investment during 2013-2014, this artform received less private investment in 2014 than in 2012. This is also the case for Spectacle organisations which experienced a continued decline in private investment since 2012. All other artforms experienced an increase in private investment when comparing 2012 and 2014 income levels, resulting in a total increase of 37%.

Table 3.2 – % Change in Private Investment by Art Form/Practice

Artform/Practice	2013 vs 2014 Private Investment	2012 vs 2014 Private Investment
Architecture	238.7%	577.4%
Artists Support	19.5%	196.7%
Arts Participation	-17.4%	372.4%
Circus	0.0%	0.0%
Dance	1.8%	-14.4%
Festivals	32.9%	29.0%
Film	29.9%	11.1%
Literature	11.6%	170.4%
Music	7.6%	9.6%
Opera	3.8%	74.5%
Spectacle	-14.3%	-39.3%
Theatre	28.0%	19.3%
Trad	15.0%	94.0%
Venues	22.9%	56.9%
Visual Arts	-8.8%	3.7%
YPCE	-2.7%	84.5%
Total	**15.4%**	**37.2%**

4 Geographical Review of Private Investment Received

4.1 Introduction

For the organisations for which we have data, the private investment received by county and province in 2014 is as follows:

4.2 County Review

4.2.1 Private Investment Received by County

Table 4.1 – Investment Received by County 2014

County	Voluntary Income	% of Total	Sponsorship	% of Total	Private Investment	% of Total
Carlow	€0	0.0%	€57,000	1.6%	€57,000	0.6%
Clare	€39,000	0.7%	€0	0.0%	€39,000	0.4%
Cork	€100,000	1.9%	€131,000	3.6%	€231,000	2.6%
Donegal	€98,000	1.8%	€6,000	0.2%	€104,000	1.2%
Dublin	€2,827,000	53.2%	€1,798,000	49.8%	€4,625,000	51.9%
Galway	€817,000	15.4%	€786,000	21.8%	€1,603,000	18.0%
Kerry	€147,000	2.8%	€152,000	4.2%	€299,000	3.4%
Kildare	€0	0.0%	€0	0.0%	€0	0.0%
Kilkenny	€86,000	1.6%	€99,000	2.7%	€185,000	2.1%
Laois	€20,000	0.4%	€4,000	0.1%	€24,000	0.3%
Leitrim	€1,000	0.0%	€0	0.0%	€1,000	0.0%
Limerick	€407,000	7.7%	€40,000	1.1%	€447,000	5.0%
Longford	€0	0.0%	€17,000	0.5%	€17,000	0.2%
Louth	€11,000	0.2%	€14,000	0.4%	€25,000	0.3%
Mayo	€30,000	0.6%	€0	0.0%	€30,000	0.3%
Meath	€84,000	1.6%	€6,000	0.2%	€90,000	1.0%
Sligo	€43,000	0.8%	€36,000	1.0%	€79,000	0.9%
Tipperary	€0	0.0%	€46,000	1.3%	€46,000	0.5%
Waterford	€61,000	1.1%	€60,000	1.7%	€121,000	1.4%
Westmeath	€0	0.0%	€0	0.0%	€0	0.0%
Wexford	€492,000	9.3%	€264,000	7.3%	€756,000	8.5%
Wicklow	€47,000	0.9%	€93,000	2.6%	€140,000	1.6%
Total	**€5,310,000**	**100%**	**€3,609,000**	**100%**	**€8,919,000**	**100%**

4.3 Province Review

Table 4.2 – Private Investment Received by Province 2014

Province	2014		
Private Investment	**Total**	**% of Total**	**Average**
Connacht	€1,713,000	19.2%	€63,000
Leinster	€5,919,000	66.4%	€59,000
Munster	€1,183,000	13.3%	€29,000
Ulster	€104,000	1.2%	€104,000
Voluntary Income			
Connacht	€891,000	16.8%	€33,000
Leinster	€3,567,000	67.2%	€35,000
Munster	€754,000	14.2%	€18,000
Ulster	€98,000	1.8%	€98,000
Sponsorship			
Connacht	€822,000	22.8%	€30,000
Leinster	€2,352,000	65.2%	€23,000
Munster	€429,000	11.9%	€10,000
Ulster	€6,000	0.2%	€6,000

5 Appendix

5.1 Financial Reporting of Private Investment by Funded Organisations

The following itemisation of private investment is in accordance with the definition of voluntary income from the Statement of Recommended Practice for Financial Reporting by Charities (SORP) standard. This is recommended best practice by the Accounting Standards Board (ASB).

It was requested by the Arts Council that funded organisations break down private investment in their financial reports under the categories of voluntary income and sponsorship. The breakdown includes the following categorisation:

Table 5.1 – Definition of Private Investment

(Total) Private Investment	Voluntary Income + Sponsorship
Voluntary Income	
Major Gifts	Gifts that will not normally provide any return to the donor other than the knowledge that someone will benefit from the donation. Typically gifts >€5,000
Trust & Foundations	Income from Trusts and Foundations.
Membership Subscriptions/Friends' schemes	Income from such schemes.
Corporate Philanthropy	Support offered typically without an expectation of direct corporate gain (such as increases in revenue), but usually involves indirect gains (such as enhancing a company's brand, engaging employees, recognition, etc.).
Legacies	An amount of money or property left to someone in a will.
Gifts in Kind & Donated services	Gifts other than cash where a cost saving is recognised. Volunteer time is not typically accounted for.
Other	Anything not included in the above.
Sponsorship	
Cash Sponsorship	Cash support offered typically in return for advertising or publicity.
In Kind Sponsorship	Gifts other than cash offered typically in return for advertising or publicity. In kind support is recognised where there is a cost saving.

5.2 Artforms and Practices

The Arts Council supports and promotes the arts in Ireland and focuses on policy areas divided into three groups: Artforms, Arts Practices and Multi-Disciplinary Arts. The information contained within this report for artform and practice analyses is based on the following itemisation:

- **Artform**
  - Architecture
  - Circus
  - Dance
  - Film
  - Literature
  - Music
  - Opera
  - Street arts and spectacle
  - Theatre
  - Traditional arts
  - Visual arts
- **Arts Practices**
  - Arts participation
  - Local arts
  - Young people, children & education (YPCE)
- **Multi-Disciplinary Arts (MDA)**
  - Artists' supports
  - Venues
  - Festivals and events

5.3 Organisations Included in Report

Architecture	Irish Architecture Foundation
Artists' Support	Cill Rialaig Project Ltd
Artists' Support	Tyrone Guthrie Centre
Arts Participation	Age and Opportunity
Arts Participation	Arts & Disability Ireland
Arts Participation	Common Ground
Arts Participation	Cork Community Artlink Ltd
Arts Participation	Create
Arts Participation	Ealaín na Gaeltachta Teoranta
Arts Participation	KCAT
Arts Participation	Tallaght Community Arts
Arts Participation	Upstate Theatre Project
Arts Participation	Waterford Healing Arts Trust
Circus	Fidget Feet
Dance	37 Theatre Club Inc
Dance	Ballet Ireland
Dance	CoisCeim Dance Theatre
Dance	Dance Ireland
Dance	Dance Limerick
Dance	Dance Theatre of Ireland
Dance	Dublin Dance Festival
Dance	Fabulous Beast Dance Theatre
Dance	Irish Modern Dance Theatre
Dance	Liz Roche Company
Dance	Shawbrook/ LD Dance Trust Teo
Dance	The Firkin Crane
Festivals & Events	Clifden Community Arts Week
Festivals & Events	Clonmel Junction Festival
Festivals & Events	Cork Midsummer Festival
Festivals & Events	Dublin Fringe Festival
Festivals & Events	Earagail Arts Festival
Festivals & Events	Eigse Carlow Arts Festival
Festivals & Events	Galway Arts Festival
Festivals & Events	Kilkenny Arts Festival
Film	Access Cinema
Film	Cork Film Festival
Film	Dublin International Film Festival
Film	Filmbase
Film	Galway Film Centre
Film	Galway Film Fleadh
Film	Irish Film Institute
Literature(English)	Cló Iar-Chonnachta Teo
Literature(English)	Cois Life Teo
Literature(English)	Cuirt Intl Festival of Literature
Literature(English)	Dedalus Press
Literature(English)	Dublin Writers Festival
Literature(English)	IMRAM

Literature(English)	Ireland Literature Exchange Ltd
Literature(English)	Irish Writers' Centre
Literature(English)	Lilliput Press
Literature(English)	Little Island
Literature(English)	Munster Literature Centre
Literature(English)	New Island Books Ltd
Literature(English)	Poetry Ireland/Eigse Eireann
Literature(English)	Salmon Poetry
Literature(English)	The Dublin Review
Literature(English)	The Gallery Press
Literature(English)	The Stinging Fly
Literature(English)	Writers' Week
Music	Association of Irish Choirs
Music	Chamber Choir Ireland
Music	Crash Ensemble
Music	First Music Contact
Music	Improvised Music Company
Music	Irish Baroque Orchestra
Music	Irish Chamber Orchestra
Music	Louth Contemporary Music Ltd
Music	Music for Galway
Music	Music Network
Music	Note Productions
Music	The Contemporary Music Centre
Music	The Galway Music Residency
Music	The Journal of Music
Music	West Cork Music
Opera	Opera Theatre Company
Opera	Wexford Festival Opera
Spectacle	Waterford Spraoi
Spectacle	Bui Bolg
Spectacle	Irish Street Arts, Circus and Spectacle Network
Spectacle	Macnas
Theatre	Abbey Theatre, The
Theatre	Bewley's Cafe Theatre
Theatre	Blue Raincoat Theatre Company
Theatre	Corcadorca Theatre Company Ltd
Theatre	Corn Exchange
Theatre	Druid Theatre Company
Theatre	Dublin Theatre Festival
Theatre	Fishamble Theatre Company
Theatre	Gate Theatre, The
Theatre	Irish Theatre Institute
Theatre	New Theatre, The
Theatre	Pan Pan Theatre Company
Theatre	Rough Magic Theatre Company
Theatre	Theatre Forum Ireland
Traditional Arts	Irish Traditional Music Archive
Traditional Arts	Píobairí Uilleann Teoranta, Na
Traditional Arts	Scoil Samhraidh Willie Clancy

Venues	An Grianán Theatre
Venues	Áras Éanna
Venues	Axis Arts Centre
Venues	Backstage Theatre
Venues	Ballina Arts Centre
Venues	Birr Theatre & Arts Centre
Venues	Civic Theatre
Venues	Cork Opera House
Venues	Courthouse Arts Centre
Venues	Draíocht Arts Centre
Venues	Droichead Arts Centre
Venues	Dunamaise Arts Centre
Venues	Everyman
Venues	Galway Arts Centre
Venues	Garage Theatre
Venues	Garter Lane Arts Centre
Venues	Glor - Irish Music Centre
Venues	Hawk's Well Theatre
Venues	Lime Tree Theatre
Venues	Limerick Arts & Culture Centre and The Lime Tree Theatre Limerick Ltd
Venues	Linenhall Arts Centre
Venues	Mermaid Arts Centre
Venues	Mullingar Integrated Arts Centre
Venues	Pavilion Theatre
Venues	Project Arts Centre
Venues	Regional Cultural Centre
Venues	Riverbank Arts Centre
Venues	Roscommon Arts Centre
Venues	Sirius Arts Centre
Venues	Smock Alley Theatre
Venues	Solstice Arts Centre
Venues	Source Arts Centre
Venues	St John's Arts Centre
Venues	The Dock
Venues	The Glens Centre
Venues	The Model
Venues	Tipperary Excel Heritage Company
Venues	Town Hall Theatre
Venues	Triskel Arts Centre
Venues	VISUAL Centre for Contemporary Art & the George Bernard Shaw Theatre
Venues	Waterford Theatre Royal Society
Venues	Watergate Theatre
Venues	West Cork Arts Centre
Venues	Wexford Arts Centre
Visual Arts	Black Church Print Studio
Visual Arts	Butler Gallery
Visual Arts	Cork Printmakers Ltd
Visual Arts	eva International
Visual Arts	Fire Station Artists' Studios
Visual Arts	Graphic Studio Dublin

Visual Arts	Highlanes Gallery
Visual Arts	Irish Arts Review
Visual Arts	Leitrim Sculpture Centre
Visual Arts	Lewis Glucksman Gallery
Visual Arts	Limerick City Gallery of Art
Visual Arts	Limerick Printmakers
Visual Arts	National Irish Visual Arts Library
Visual Arts	National Sculpture Factory Cork
Visual Arts	Royal Hibernian Academy of Arts
Visual Arts	Temple Bar Gallery & Studios Ltd
Visual Arts	The Ballinglen Arts Foundation
Visual Arts	The Douglas Hyde Gallery
Visual Arts	The Gallery of Photography
Visual Arts	Tulca
Visual Arts	Visual Artists Ireland
YPCE	Baboró International Arts Festival for Children
YPCE	Barnstorm Theatre Company Ltd
YPCE	Children's Books Ireland
YPCE	Fighting Words
YPCE	Fresh Film Festival
YPCE	Graffiti Theatre Company Ltd
YPCE	Irish Association of Youth Orchestras
YPCE	Irish National Youth Ballet Company
YPCE	Kids' Own
YPCE	National Association for Youth Drama
YPCE	National Youth Council of Ireland
YPCE	National Youth Orchestra of Ireland
YPCE	The Ark
YPCE	Waterford Youth Arts
YPCE	Young Irish Film Makers