Culture Counts

Expression of Interest: Explanatory Information

United Kingdom, October 2015

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Introduction

Quality Metrics is a sector-led metrics framework that uses self, peer and public assessment to capture the quality of arts and cultural work.

Starting this autumn, 150 NPOs and MPMs will have the opportunity to participate in a free, nationwide test of the Quality Metrics framework with each participating NPO undertaking a minimum of three evaluations of events, performances or exhibitions between November 2015 and March 2016.

Supported by Arts Council England, this is the first attempt at measuring quality with this approach across the portfolio. The project will run as a national trial until the end of March 2016.

This document is in supplement to the Culture Counts Terms and Conditions and the Culture Counts Privacy Policy, available on https://culturecounts.cc

When referring to the Terms and Conditions, the following clauses are not applied:

> i) Clause 5 does not apply as organisations that are part of the Arts Council trial commencing October 2015 will not be required to pay for the license

> ii) Clause 10 does not apply as the terms of the license as part of the trial expires on the 31st March

Selection Criteria

150 organisations will be selected by Culture Counts and Arts Council England to participate, based on the following criteria:

- The need to test the framework with a cohort of organisations that is representative of the Arts Councils national portfolio in terms of location, artform and size.

- Three proposed evaluation events confirmed by organisations, taking place between November 2015 and March 2016 with sufficient number of attendees anticipated to ensure meaningful data collection (as a guide, Culture Counts recommends aiming for a minimum of 30 responses to the public survey dependent on event size)

- Capacity of organisation to manage participation in trial, including staff available for initial consultation with Culture Counts; databases of attendees and peers as possible method of data collection; staff or volunteers to administer public survey if required

- An understanding of what you hope to get from taking part and using the quality metrics

As far as practicable, the selection will aim to ensure diversity within the pool of organisations selected for the trial to maximise the public value of the data and resulting insights.

Any organisation expressing an interest but not selected will be offered a limited free trial of the framework in early 2016.

What will you gain access to?

Successful NPOs and MPMs will have free access to the cloud-based Culture Counts evaluation platform including training and support.

Participants will get:

- Access to self-guided use of Culture Counts for November 2015-March 2016
- One day of support from the Culture Counts team to carry out your evaluations
- Access to your results via the automated reporting function in the Culture Counts system
- Opportunities to share insights and reflections with other participants and discuss your interpretation of the results

The Quality Metrics

The quality metrics have been co-produced with the cultural sector over the last five years (http://artscouncil.org.uk/what-we-do/research-and-data/quality-work/quality-metrics/) as they have sought to identify the key outcomes at the heart of a high quality cultural experience. These outcomes have been translated into statements that describe these particular "dimensions".

Examples of the metrics statements include:

- Captivation – "It was absorbing and held my attention"
- Challenge – "It was thought provoking"
- Rigour – "It was well thought through and put together"

One of the major advantages of using these dimensions to assess the quality of events or places is the ability to standardise measurements across the sector. This allows you to measure your performance over time, or against other benchmarked organisations, both nationally and internationally. It also helps you to better communicate your value with recognised measurements of quality.

What are you signing up for as a participating NPO or MPM?

• The opportunity to evaluate 3 events of your choice during the trial period using the Quality Metrics and the Culture Counts system, involving self-assessment and the collection of public and peer feedback

• You will have to use the core set of Quality Metrics to carry out your 3 evaluations (which allows us to compare your data with other participating NPOs and MPMs)

For each event evaluation you will need to obtain a minimum of 30 audience and 5 peer responses per event.

You will also need to nominate one peer from your organisation to be available to review other NPOs' and MPMs' events during this trial.

• Work with Culture Counts so they can effectively support your planned evaluation activities

• Over and above carrying out those 3 evaluations you will obtain a limited use license to the Culture Counts system for the lifetime of the grant award (until end March) and if you wish to carry out additional evaluations using the Culture Counts system there are no restrictions on you doing so, although Culture Counts reserves the right to limit excessive use

• Your organisation needs to nominate one identified super-user who will be supported to use the system, and to provide their name and email address so we can provide a login for you if your EOI is successful

• Your organisation needs to identify the dates of the three events you plan to evaluate by end of March 2016. This will allow Culture Counts to identify whether there is any opportunity to stage and phase the on-boarding of the NPO and MPM cohort so that you get adequate support before your first evaluation event

• You will receive an automated read out of your data in your Culture Counts dashboard for every evaluation you carry out (with bar charts of dimensions scores for self, peer and public etc.) and be able to download your individual event evaluation data in a CSV(excel) format to your desktop

Agree to provide feedback to Arts Council England, the independent evaluator, and the Culture Counts team at the end of the trial about experiences of the platform

How will the data be used?

• This is a publically funded project to produce a sector facing report on the results.

• Your individual event evaluation data will be anonymised and analysed at an aggregate level by Culture Counts to produce a final project report

• You agree to share your data with other participating NPOs and MPMs and stakeholders in the project (for example Culture Counts sharing data at interpretation sessions run for the participating NPOs and MPMs and with ACE for research purposes. When used for these purposes, the general privacy policy does not apply)

• Your data will not be used in any Arts Council England decision making, monitoring or review activities. However, Culture Counts will make data obtained through the project available to Arts Council England. Arts Council England will use this data to learn more about the suitability of the Quality Metrics when used by a representative sample of the whole portfolio

• The overarching aim of the project is to learn about the Quality Metrics when used by a representative sample of the whole NPO and MPM portfolio

Level of support your will receive:

• Every participating NPO and MPM will receive up to a maximum of one day of evaluation and project management support

• In addition, the Culture Counts system has a full range of 'live' on-boarding help in the dashboard, and a wide range of other support materials / user manuals (online and offline) that will be made available to you

• Culture Counts will also run regular webinars as both a training resource and to discuss data findings and interpretation

• Participating organisations will be guaranteed technical support where any faults or bugs appear in the Culture Counts system

• Culture Counts will offer at least one meeting in your ACE region in the second half of the grant period so that you and other participating NPOs and MPMs can come together (if you want) to share the data generated and your insights and interpretative reflections

What will you have to do to carry out the evaluations?

• Familiarise yourself with the Quality Metrics and the Culture Counts system so that you can successfully run an evaluation using the metrics and the system

• Pick a minimum of three events to evaluate

• Agree to collect the data in an electronic format (no paper surveys) via either an online survey to self, peer and public respondents, or through interruption interviewing using tablet pcs, or directing audience members to a URL via their smartphones or tablets

• With online data collection there is a zero marginal cost for increasing the number of respondents in any evaluation you are running

• However, if you choose to carry out intercept interviewing, involving your front of house staff or volunteers you will need to cover the cost of that resource and provide your own technology (iPads or android tablet devices)

• However, if you do choose to carry out interviews, Culture Counts can provide training materials (videos and training decks) to help you carry out that data generation activity successfully