

An Open-City/Art in the Open event

‘The Place of Art: Adding Value in the Public Realm’

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V&A Sackler Centre, London, SW7 2RL

Demonstrating the policy contribution of art in the public realm

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The challenge

- Demonstrate investment is making a difference
- Better outcomes for individuals, communities and places (economic, social, environmental)
- More focus on achieving outcomes
 - strategic commissioning
 - Total Place
- Increasingly tough choices
- Measure what matters, provide the evidence, make the case

The journey

- A Passion for Excellence 2008
- Monitoring key to improvement
 - quality, up-to-date data
 - evidence of impact on outcomes
- ‘Integrated national offer of support’ 2009 - online tool
- Work already underway in some councils, MLA, etc

The journey

- ‘Making performance management work for culture and sport: a step by step guide’ 2009
<http://www.idea.gov.uk/idk/aio/11759787>
- ‘Measuring the contribution of culture and sport to outcomes’ 2010
<http://www.idea.gov.uk/idk/aio/17319278>
- ‘Culture and sport outcomes framework’ 2010

‘Measuring the contribution of culture and sport to outcomes’

What we found

- Range of outcome based approaches
 - Frameworks
 - Models
 - Tools
 - outcome focused service planning and measurement
 - information and perceptions from individuals
 - financial value on outcomes
 - economic impact
 - Repeated or longitudinal research

What we found

- Many differences – levels, outcomes, contributions, terminology
- But also common themes and features
- Most still at development stage or newly implemented
- Significant effort to improve outcome measurement

An overview of outcome-based approaches in the culture and sport sector



	Framework	Model	Tools – service planning / measurement	Tools – information / perceptions from individuals	Tools – financial value on outcomes	Tools – economic impact	Repeated / longitudinal research
Project / programme				<p>Kent - Folkestone Forward outcomes star</p> <p>Suffolk - impact evaluation toolkit</p> <p>Warrington - WEMWBS questionnaires</p>			<p>Dorset – economic impact of arts activities and events</p> <p>HLF – benefits of volunteering / economic impact</p> <p>Knowsley – GP referral scheme evaluation</p> <p>Play England – BIG Lottery Fund Children's Play Programme evaluation</p>
Service	<p>Museums Galleries Scotland – outcomes-based framework</p> <p>Newham – leisure service performance framework</p>	<p>DCMS – logic model capturing public library impact</p> <p>Sport England – logic model</p>	<p>Gateshead – impact-based library service review</p> <p>Play England – local play indicators</p> <p>Sport England – key performance indicators</p>	<p>MLA - GLOs and GSOs</p> <p>Sunderland – Wellness Service user information system</p> <p>Tunbridge Wells – questionnaire on health impact (sport / physical activity)</p>	<p>MLA – Social Return on Investment (SROI)</p>		
Cross culture service / directorate	<p>Birmingham Cultural Partnership - performance monitoring framework</p> <p>Havering – cultural impact framework</p> <p>Knowsley – cultural service impact framework</p> <p>Manchester – performance framework</p> <p>Shropshire – culture and leisure performance framework</p>		<p>Dorset – turning the curve</p> <p>London – measuring social impact tool</p> <p>Swindon – reporting against LAA delivery planning milestones</p>	<p>Gateshead - use of GLOs</p> <p>Havering – annual user / non user survey</p> <p>Manchester – social impact toolkit</p> <p>Trafford – violent gangs case study</p>		<p>Manchester – economic toolkit</p>	
Organisation (Trust)	<p>Hertsmere – cultural impact framework</p> <p>Wigan – impact framework</p>		<p>Tyne & Wear – planning framework based on GLOs/GSOs</p>	<p>Tyne & Wear – GSO indicator / question bank</p>			
Sub regional / regional / national	<p>DCMS - CASE drivers and value framework</p> <p>Leicestershire – impact framework</p> <p>Nottinghamshire – cultural enrichment indicator set</p>		<p>London – measuring social impact tool</p>			<p>Liverpool – multiple impacts model</p>	<p>Liverpool – European Capital of Culture research programme (Impacts 08)</p>

Measuring the impact on place-shaping?

- Some incorporate elements of place-shaping:
 - Knowsley - Impact Framework
 - Contribution to improving the offer and quality of space
 - Manchester - Cultural Ambition / Comprehensive Performance Framework?
 - More intelligent public realm connections helping to sell and enrich the city's cultural offer
 - A marked improvement in the quality of the city region's public realm and visitor experience
 - Liverpool - Impacts 08

Impacts 08

- European Capital of Culture research programme
- Economic, environmental, social and cultural impact
- Main research themes:
 - Economy and tourism
 - Cultural vibrancy
 - Access and participation
 - Image and perceptions
 - Governance and delivery
 - Social capital
 - Physical environment

<http://www.liv.ac.uk/impacts08/About/about.htm>

‘Culture and sport outcomes framework’

What is it for?

- Help councils and their partners measure and evidence the contribution culture and sport provision makes to local outcomes
- Illustrates the links to national outcomes?
- National standardised framework for local adaptation
- Voluntary use

Who is it for?

- Public, private and voluntary and community sectors
- Heads of service but relevant to all staff
- Whole culture and sport services
- Individual or several organisations
- Single service level (eg arts)
- Programme or project level

How will it help?

- Links culture and sport activities to outcomes for individuals, communities and places
- Structured under 7 themes:
 - children and young people
 - economy
 - environment
 - health and wellbeing
 - older people
 - safer communities
 - stronger communities

How will it help?

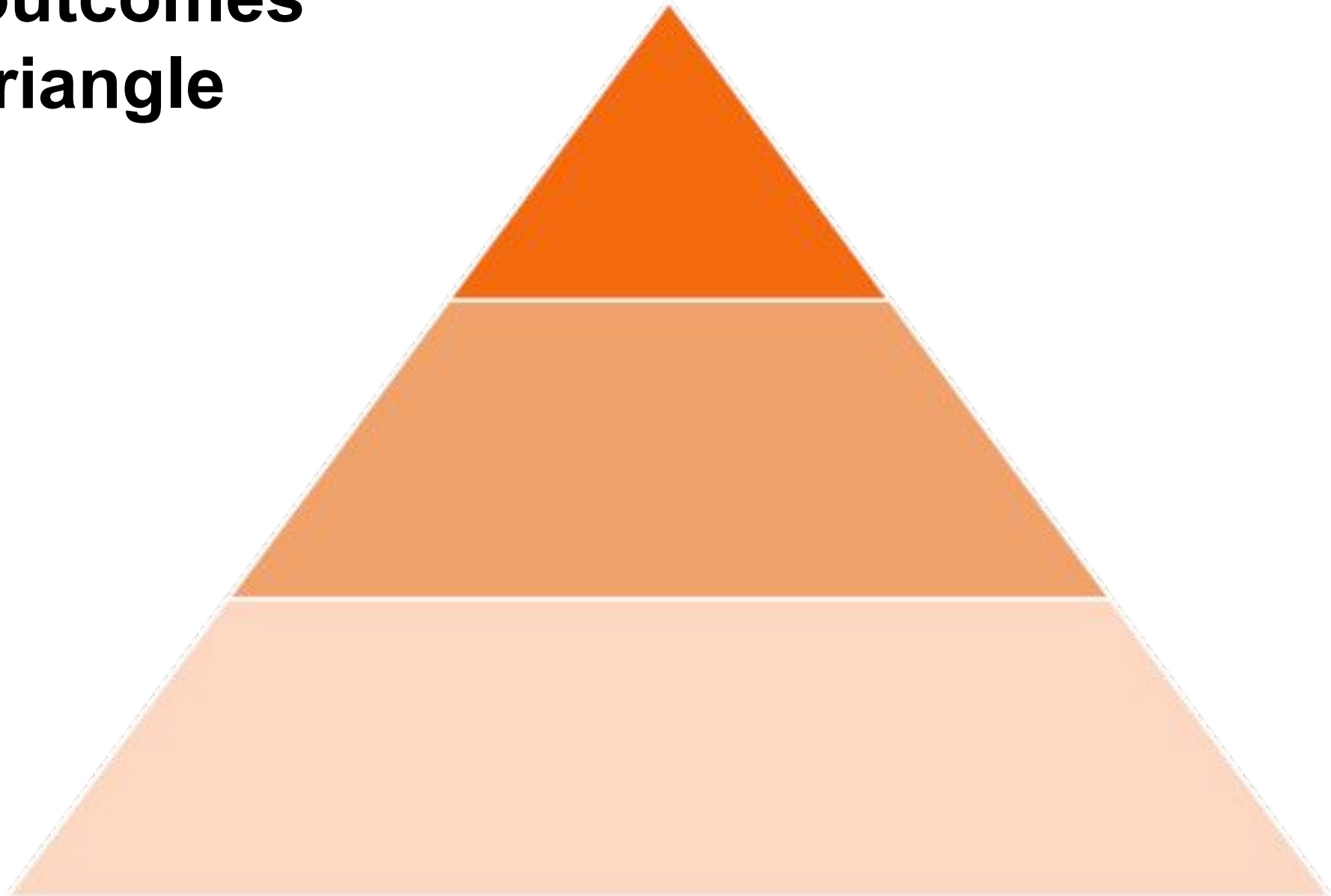
- Could be used to help:
 - measure and evidence the contribution of culture and sport
 - communicate the value of culture and sport
 - inform advocacy
 - engage with the commissioning process
 - support planning
 - promote improvement

How does it work?

- Sets out for each theme:
 - an outcomes triangle
 - a logic model
 - list of evidence
 - a set of performance indicators

Economy outcomes triangle

National outcomes?



Economy outcomes triangle

National outcomes?

Local strategic outcomes
(long term)

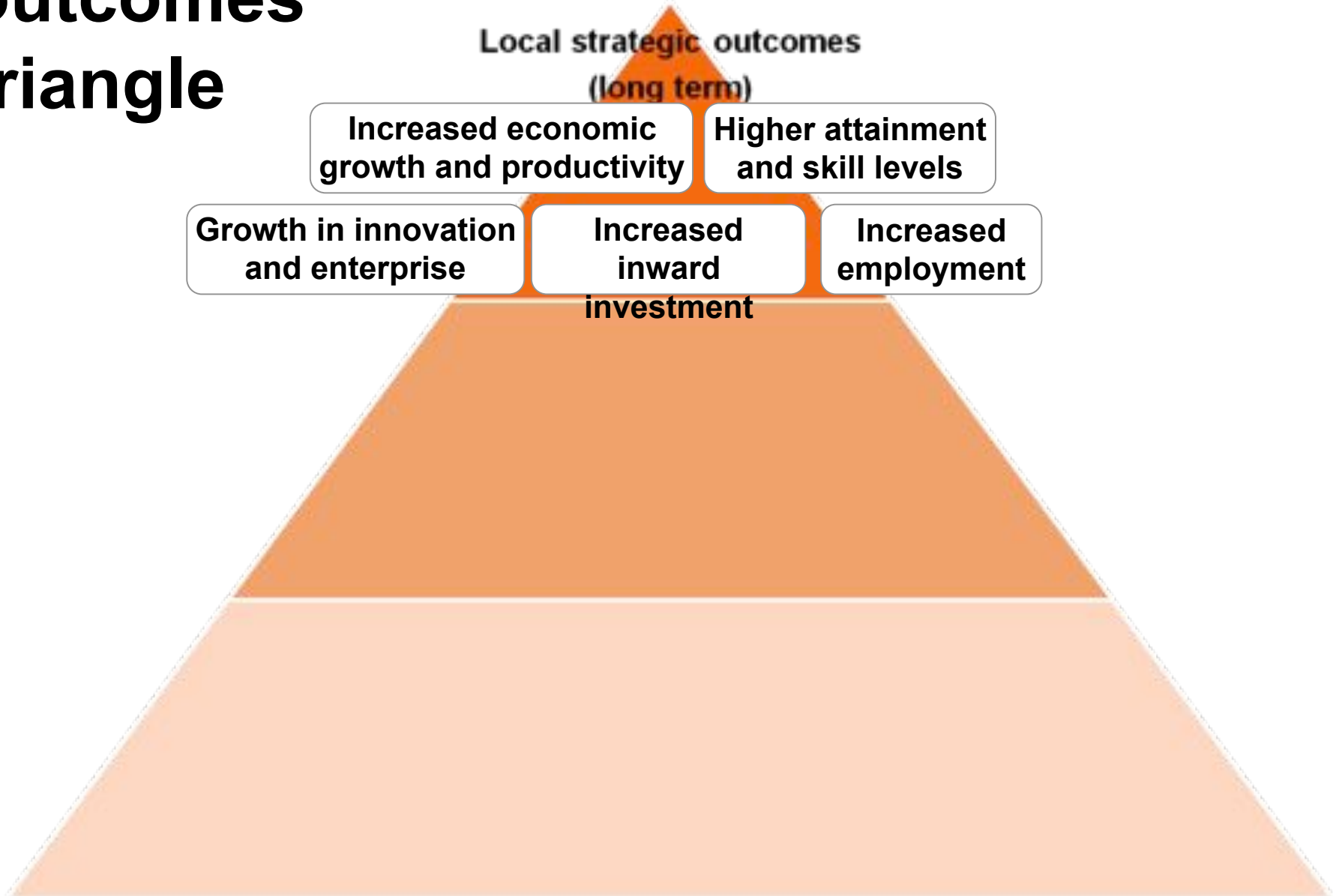
Increased economic
growth and productivity

Higher attainment
and skill levels

Growth in innovation
and enterprise

Increased
inward
investment

Increased
employment



Economy outcomes triangle

National outcomes?

Local strategic outcomes
(long term)

Increased economic growth and productivity

Higher attainment and skill levels

Growth in innovation and enterprise

Increased inward investment

Increased employment

Local strategic outcomes
(intermediate)

More people for longer in education and lifelong learning

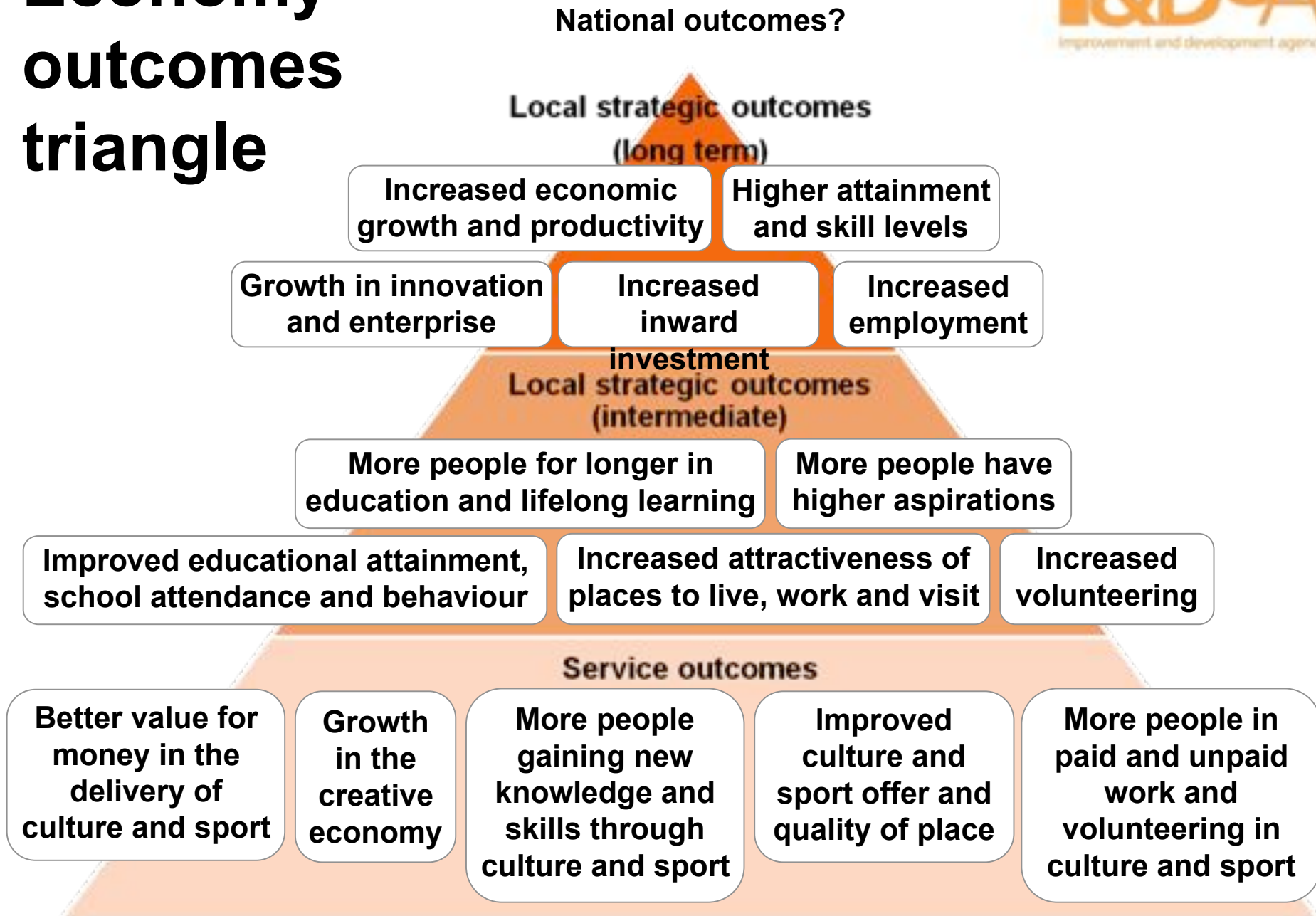
More people have higher aspirations

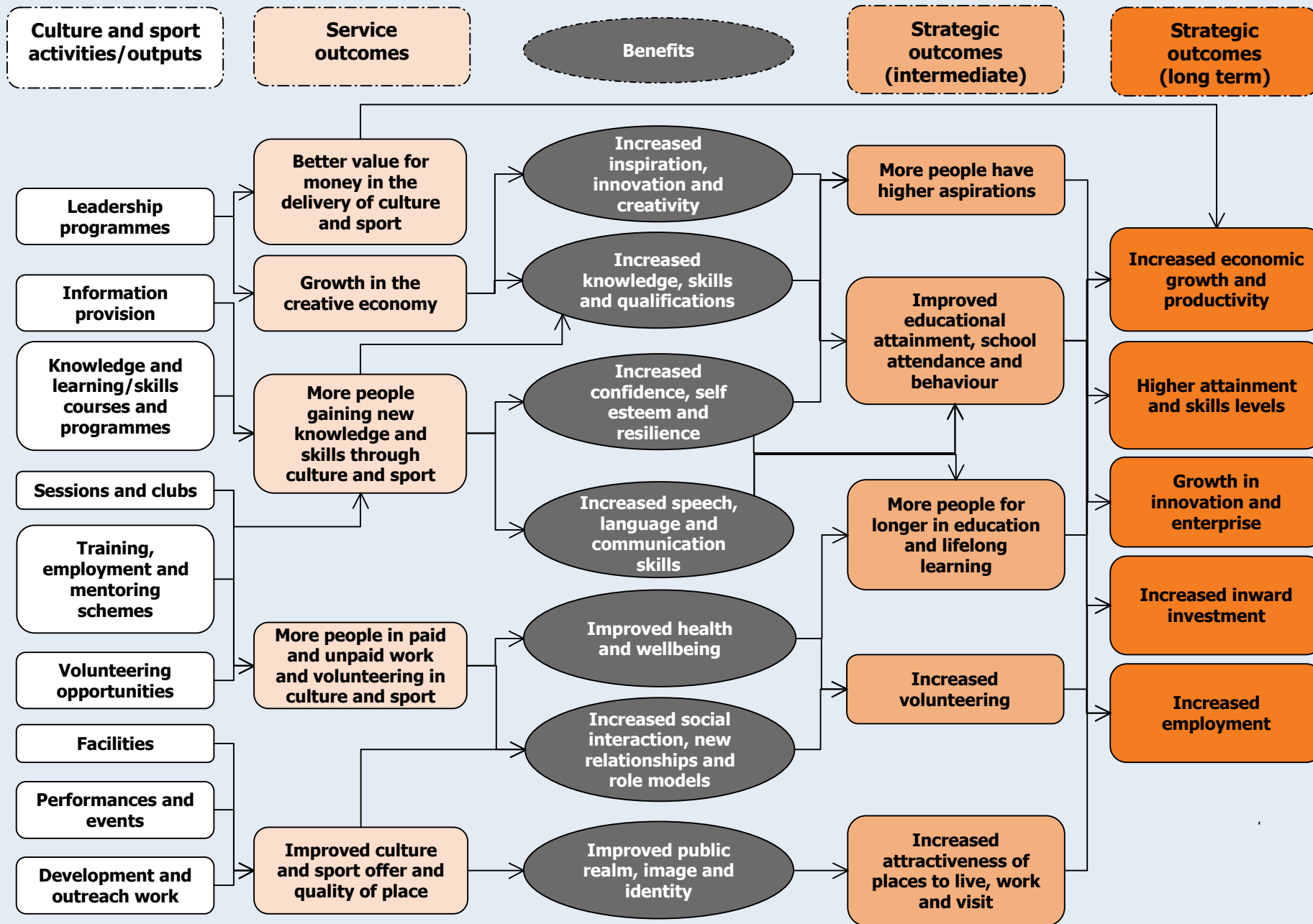
Improved educational attainment, school attendance and behaviour

Increased attractiveness of places to live, work and visit

Increased volunteering

Economy outcomes triangle





Economy logic model

Economy evidence

- Most relevant national and international evidence that underpins the logic model
 - main source is CASE Research Database
 - plus most robust research evidence identified by NDPBs
- Needs to be supplemented by local evidence

Economy performance indicators

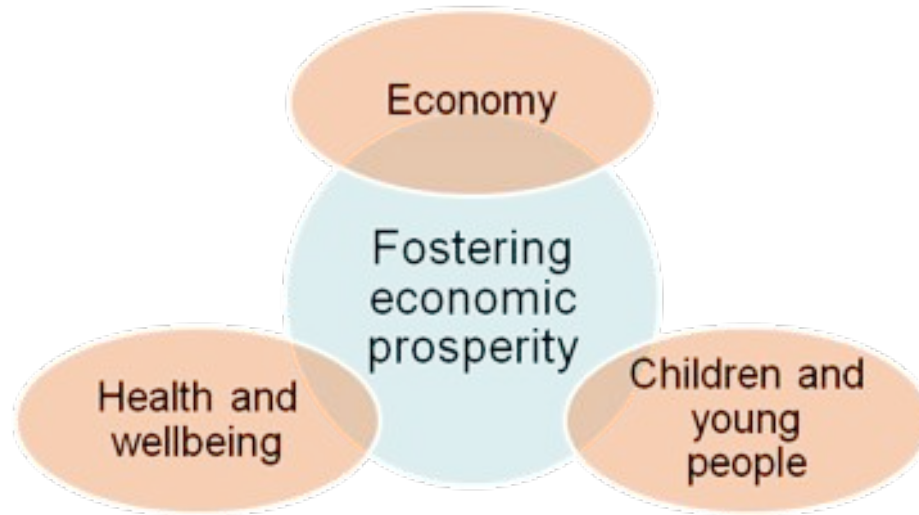
- 'Long list' of suggestions for local 'short list' selection
- **Strategic outcome indicators (long term)**
 - LAA NIs
 - NI 171 - New business registration rate
 - NI 172 - Percentage of small businesses in an area showing employment growth
- **Strategic outcome indicators (intermediate)**
 - % growth in tourism per year
 - % of participants who agree that culture and sport activities have helped develop their life skills

Economy performance indicators

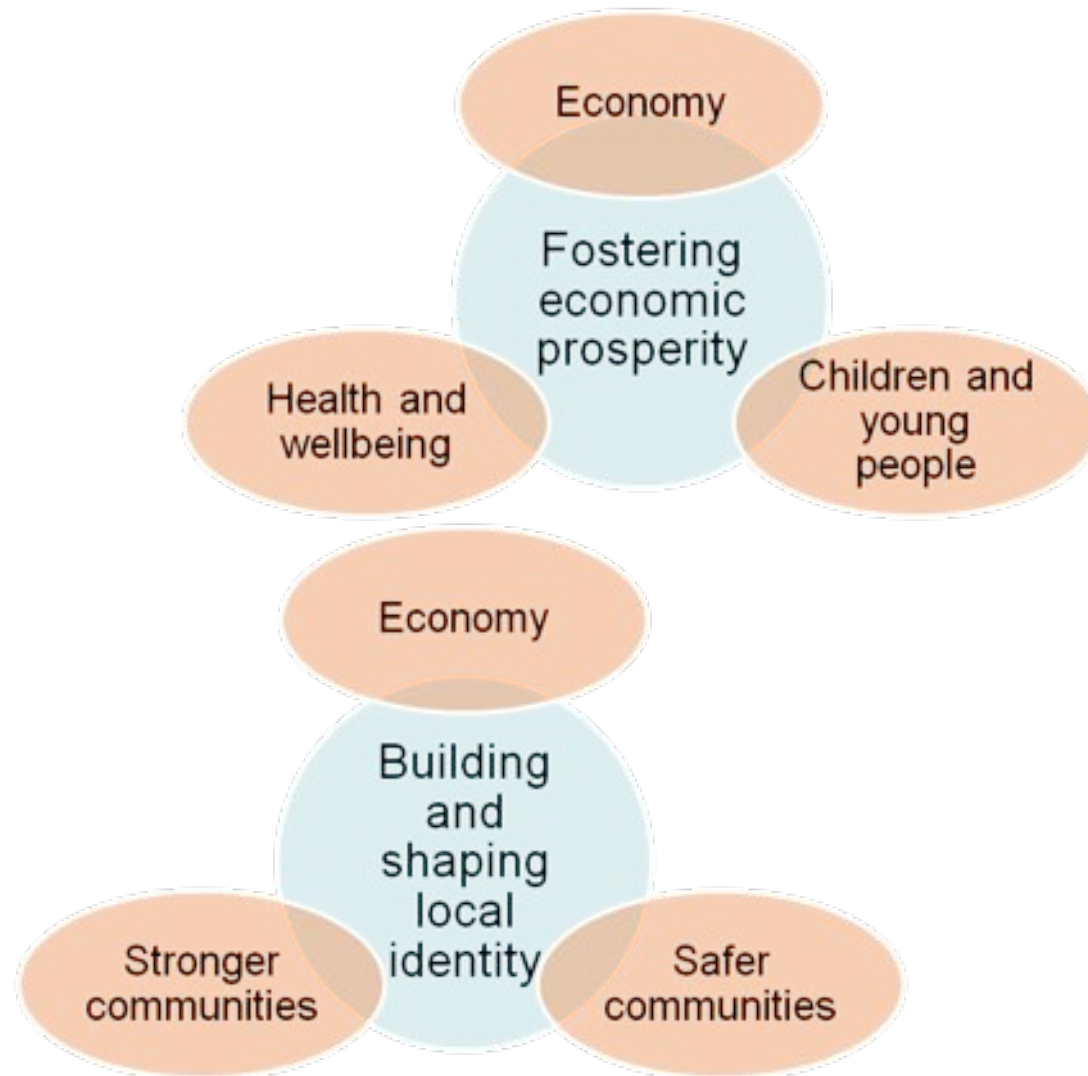
- **Service outcome indicators**
 - % of culture and sport facilities and services achieving nationally/internationally recognised accreditation standards/design awards
 - % increase in jobs in the creative economy
 - % of tourists who include culture and sport facilities/events among their reasons for visiting
- **Service output indicators**
 - Number of person days of employment bought by culture and sport capital projects
 - Number in employment, education or training with local culture and sport businesses or providers

Outcomes framework and place-shaping

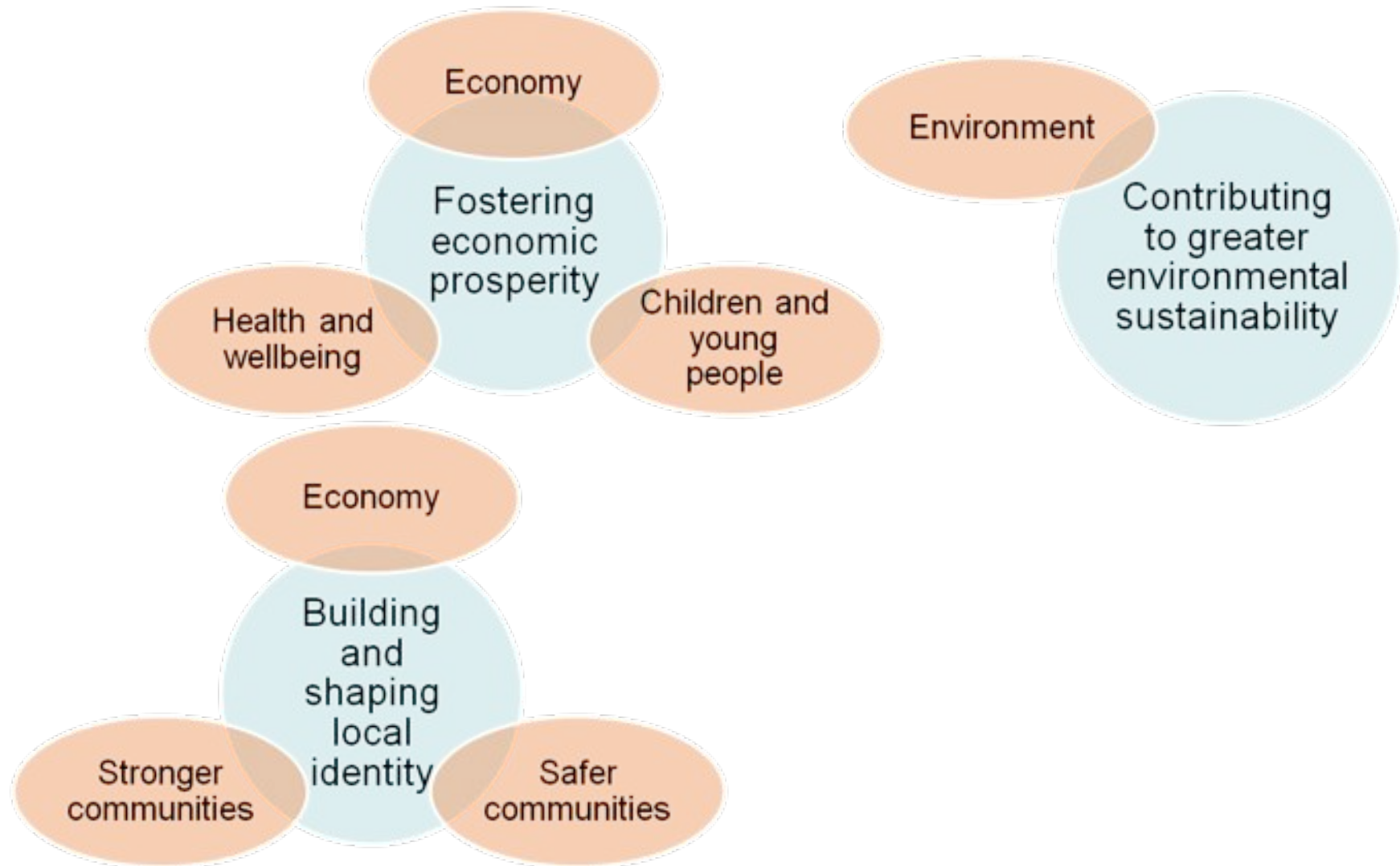
Outcomes framework and place-shaping



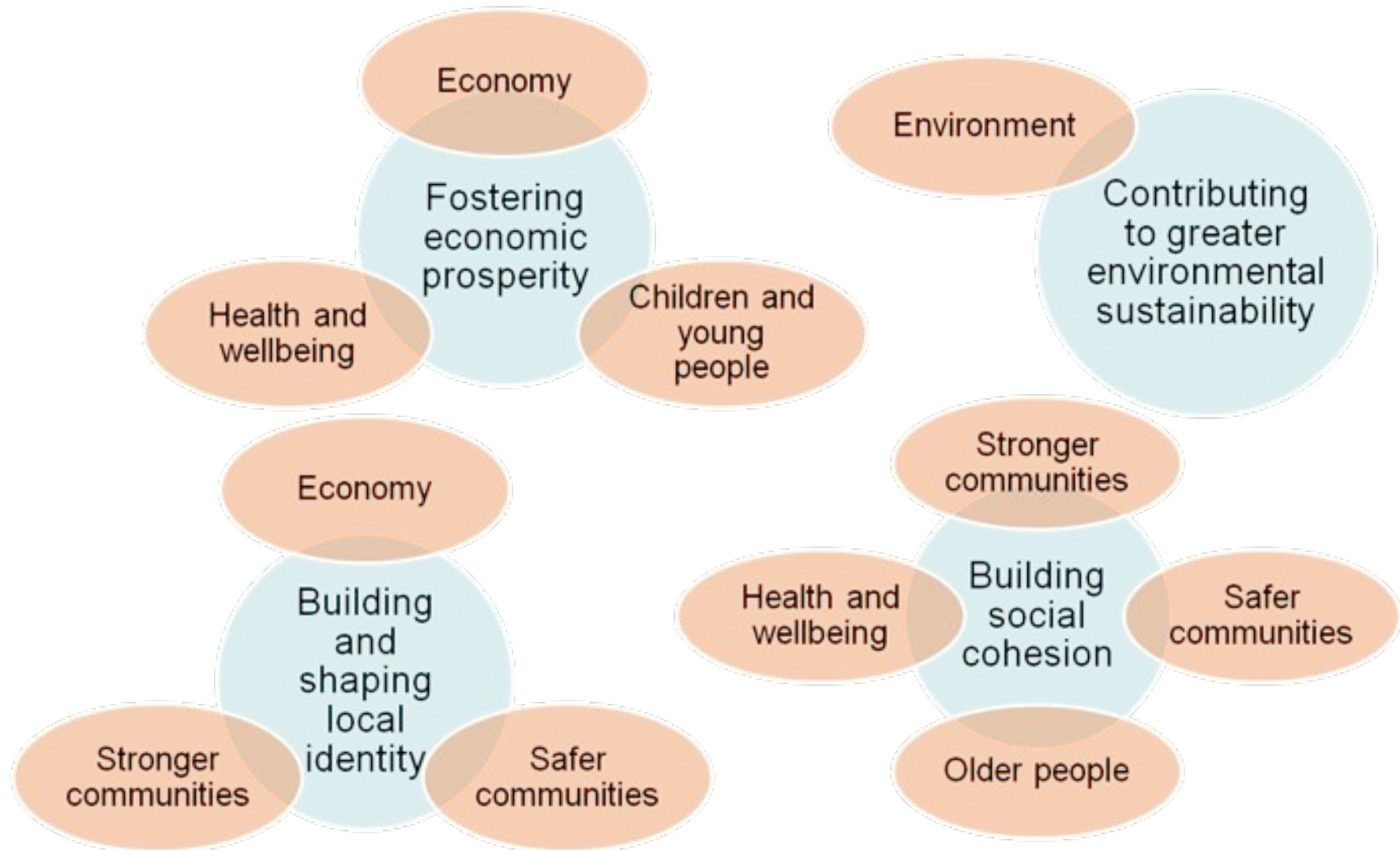
Outcomes framework and place-shaping



Outcomes framework and place-shaping



Outcomes framework and place-shaping



Outcomes framework – next steps

- Wide consultation Summer
- Pilots Early Autumn
- Revisit following CSR 2010 Late Autumn
- Publish December?
- Sector using it ... By April 2011