

Mandatory requirements for Creative People and Places using the Impact & Insight Toolkit

Updated February 2025

Introduction

Impact and Insight Toolkit will assist Arts Council England and the CPP Programmes in the evaluation of the second key CPP Action Research question:

To what extent is the aspiration for excellence of art and culture and excellence of the *process* of engaging communities achieved?

The toolkit will also assist Creative People and Places programmes and Arts Council England in their evaluation of how far CPP activity contributes to the aims of the programme, including but not limited to:

- Communities are *empowered to take the lead* in shaping local cultural provision;
- The aspiration for excellence is central to the activity we will support – this covers both excellence of art and culture and excellence of the process of engaging communities;
- Through these projects, we will demonstrate the power of arts and culture to enrich the lives of individuals and make positive changes in communities;
- Activity will be radically different from what has happened before in the eligible places prior to the Creative People and Places programme.

The Toolkit can be used to deepen your understanding of how well your intentions for your activity align with the experiences of your peers and your audiences. To learn more about the toolkit, visit the website [here](#).

Mandatory Requirements and Fulfilling Your Payment Condition

It is a mandatory requirement for all National Portfolio Creative People and Places Programmes (Funded from 1 April 2022) to undertake a minimum number of Impact & Insight Toolkit evaluations each financial year and share findings with their Relationship Manager via an agreed reporting template. This mandatory requirement links to the Payment Condition in your Funding Agreement each May:

*Data monitoring and **quality evaluation monitoring reports** for previous financial year in the format Arts Council England requests;*

All CPPs **must carry out at least four evaluations each financial year**. The four evaluations should be representative of your programme across the year. CPPs that do not have four events per year available to evaluate, should discuss suitable usage with their Relationship Manager.

To fulfil your payment condition, by 31st May 2026 you must have:

- Created an Insights Report for each of your four evaluations;

- Uploaded your reports to Grantium or emailed them to your Relationship Manager, and uploaded their confirmation of receipt to Grantium

Please see here guidance on submitting data to Arts Council and producing an Insights Report: <https://impactandinsight.co.uk/docs/creating-your-insights-report-2/>

For reference, an example of a CPP Insights Report is shown [here](#).

What Should You Evaluate?

We encourage CPPs to evaluate a range of their work. CPPs will find the toolkit most valuable if they use it to evaluate events where they can learn something interesting about the experiences of their audiences or participants, or where they have a particular hypothesis about programming or marketing that they wish to test. CPPs can discuss their event choices with their Relationship Manager if that would be helpful.

You can use the tool to evaluate any of the following activities:

- **Events:** for example performances, festivals, exhibitions;
- **Creative Workshops and participatory experiences:** for example craft workshops, singing and or music groups;
- **Decision Making Activities:** for example community commissioning panels;
- **Co-created work:** for example a large-scale event which has been co-created by the community;

Beyond the four mandatory evaluations, all CPPs are welcome to undertake as many additional evaluations as they like.

A mandatory evaluation should involve an activity that can be evaluated using either The Core CPP Experience Dimensions for Audiences and/or participants (see below) **OR** The Core CPP Experience Dimensions for co-creators and/or community decision makers (See below).

The Core CPP Experience Dimensions for Audiences and/or participants

The following metrics are mandatory when evaluating things like:

- **Events:** for example performances, festivals, exhibitions;
- **Creative Workshops and participatory experiences:** for example craft workshops, singing and or music groups;

Distinctiveness: It was different from things I've experienced before

Relevance: It had something to say about modern society

Rigour: It was well thought through and put together

Local Impact: It's important that it is happening here

Enthusiasm: I would come to something like this again

Cultural Contribution: It provides an important addition to the cultural life of the area.

The Core CPP Experience Dimensions for co-creators and/or community decision makers

The following metrics are mandatory when evaluating things like:

- ***Decision Making Activities:*** for example community commissioning panels;
- ***Co-created work:*** for example a large-scale event which has been co-created by the community;

Intention: I felt able to shape the intention of the project

Voice: My ideas were taken seriously

Experimenting: I felt comfortable trying new things

Intensity: I felt deeply involved in the process

Motivation: I felt motivated to do more creative things in the future

New Place Dimensions

We are encouraging CPP programmes to test out using the new Place Metrics available on Impact and Insight Toolkit for 25/26. [More information about these is available here.](#)

These are not mandatory however we would appreciate it if you would consider testing out any of the place dimensions with corresponding place-attachment questions as part of your evaluations, by adding them as supplementary questions into your surveys. We will then be able to find out which metrics have more relevance for our CPP programmes. This information will be used to inform future evaluation requirements.

Evaluation Requirements

As a minimum each evaluation must consist of a Pre-activity Impact & Insight survey from a relevant member of staff outlining the creative intentions for the activity (we strongly recommend that you encourage more than one member of staff to complete this) **AND** a Post-activity Impact & Insight survey completed by a representative sample of the audience/participants/community decision makers or co-creators

You may also wish to include:

- one post-event Impact & Insight survey completed by relevant peers.
- one post-event Impact & Insight survey completed by a relevant member of staff.

The Pre-activity Impact and Insight Survey (for staff)

The purpose of this survey is to outline the creative intentions for the activity, which it will then be possible to compare with the outcomes and experiences of the

audience/participants. This survey should be carried out ahead of the activity, by a relevant staff member – usually the person who organised it. We strongly recommend that you encourage more than one member of staff to complete this.

The survey respondent should answer the questions in a way that they would *expect* the audience/participants to respond, based on their intentions for the activity. For example:

If the activity intention is to allow co-creators a strong voice in the creation of a project, the self-respondent should award the metric ‘Voice: My ideas were taken seriously’ a high score.

The Post-activity Impact & Insight survey
(for Audiences/Participants/Community Decision Makers and Co-creators)

This survey should be carried out after the activity has taken place. You should survey a representative sample of the audience/participants/community decision makers or co-creators.

Counting What Counts have produced [guidance on appropriate sample sizes for different types of event](#), including participatory, which typically involve smaller groups of people. As a general rule of thumb CPPs should aim for 70-100 public responses per event, where possible and depending on the type of activity you are evaluating.