

Your Organisation is Registered to the [Impact & Insight Toolkit](#) Project

What is the Toolkit project?

The Toolkit is an evaluation project, funded by Arts Council England (ACE). It was initially established to support their [Ambition & Quality Investment Principle](#); however, it also bears a strong connection to the [Excellence investment priority](#). The Toolkit is different to other evaluation options in that the focus is on enabling you to choose metrics that most closely align with your definition of excellence and measuring the extent to which your work meets those metrics. Oh, and importantly, there is no cost! This has been funded by ACE for organisations that either currently receive ACE funding or would be eligible to receive ACE funding.

Why participate in the project? What do you get out of it?

The primary aim of this project is to help you understand the effects of your work – looking beyond attendee demographics to consider their experiences. Use these insights in team discussions and decision-making to develop your organisation's offer and ensure it aligns with your ambitions.

Use the data to:

- Evidence the effects of your work;
- Prompt internal conversation;
- Build advocacy materials;
- Support funding applications.

Ultimately, this is about organisational development.

What resources are included?

Access to the online evaluation and survey-creation platform, [Culture Counts](#), is included in your registration to the Toolkit. You'll have access to built-in evaluation templates, sector-led metrics and real-time reporting options.

For those who want to explore their data in more depth, we also provide benchmarking opportunities and AI-enabled textual analysis in our Reporting Dashboard.

There is also a wealth of resources available on our website, including: blogposts, case studies, research pieces, public-facing datasets...

How do I get further help with my involvement in the project?

There is a lot of support available to help you understand and make the most of your participation in the project. You can choose to engage with our written materials, videos, live demonstrations, or just have a chat with a member of the team. Our support isn't capped, so please do reach out to us at support@countingwhatcounts.co.uk