

IMPACT & INSIGHT TOOLKIT

EVALUATION CHECKLIST ✓

Welcome to the Culture Counts platform. There are a number of tasks to complete before you can begin your evaluation. Please see the short checklist below.

1. CHOOSE YOUR FIRST EVENT ✓

Choosing your event wisely is vital to achieving good outcomes and good data. We recommend evaluating a variety of events in your annual program to enable comparison. Feel free to contact the support team if you'd like to discuss your selection process in greater detail.

2. CHOOSE YOUR DIMENSIONS AND CUSTOM QUESTIONS ✓

Culture Counts uses standardised metrics known as dimensions, which allow comparison across events and across organisations nationally and internationally; these create an aggregate dataset for analysis and benchmarking. Each dimension describes a different aspect of event impact so the ones that suit your event may differ from someone else's. For Arts Council mandatory evaluations there is a set of Core Cultural Experience Dimensions which can be viewed in the Dimensions drop-down menu.

You can also add custom questions of your own that reflect areas of specific interest for your organisation. There are various question formats you can select, such as yes/no, multiple choice and free text. You can also browse the 'Custom Questions' created by other Culture Counts users in the Dimensions drop-down menu. Again, you may always contact the support team for assistance with these options.

3. CREATE YOUR SURVEY ✓

Once you've thought about your dimensions and chosen your custom questions, you can create your first survey. See the support document '[User Guide](#)' for more advice on how to evaluate thoughtfully and get the most valuable data out of your surveys.

4. CHOOSE AND CONTACT POTENTIAL ASSESSORS ✓

The Culture Counts platform has a three-pronged evaluation process - involving peer, self and public assessors.

A. Peer Reviewers

You will need to think about which peers you would like to nominate. There is no maximum number of peers you can nominate but we recommend at least three. Peers need to be contacted in advance, so it's a good idea to send them a personalised email or phone call asking if they would like to participate, prior to sending them a survey.

Peer reviewers are asked to complete (at least) a post-event survey. A pre-event survey can be completed as an advanced option.

B. Self Assessors

Also consider who you would like to nominate to respond to the self-assessment survey. This can be just one person in your organisation, or, better still, a range of key individuals involved in the event's production. In this way, self-assessors might include the artists, curators, or education staff within your organisation.

Self-assessors need to complete a pre-event survey, and can also complete a post-event survey, first identifying event objectives (e.g. *I expect it will be thought-provoking*) and later reflecting upon what the event achieved. It should be noted that for any 'mandatory evaluations', the Arts Council requires self-assessors to complete *both* pre and post-event surveys. Pre-event surveys can also be usefully compared with the feedback from audiences and peers.

Please see the document '[User Guide](#)' for more guidance on nominating your peer reviewers and self assessors.

5. SURVEY DELIVERY ✓

Surveys can be delivered via email using unique weblinks, through fixed tablets on site at your event, as well as intercept interviews. We suggest using a combination of methods, if feasible, to reduce particular survey biases and to maximise your sample size. Please see the document '[User Guide](#)' for a description of the different options.

For further support you may email the team: support@countingwhatcounts.co.uk