

WHAT IS THE IMPACT & INSIGHT TOOLKIT?

Launched 15 October 2018, the Impact & Insight Toolkit is a digital platform to help Arts Council England's funded organisations to evaluate the impact of their work on the people who experience it. Arts and cultural organisations can use the Impact & Insight Toolkit to compare the responses of audiences and peers with their original objectives for the work. Organisations can collect self, peer and public feedback in real-time and compare findings with aggregate data from other organisations.

WHO USES THE IMPACT & INSIGHT TOOLKIT?

All Arts Council NPOs and SSOs are invited to take part, collect and use data, develop new dimensions and shape the analysis and insights that will be produced by the Impact & Insight Toolkit. Band 2 and Band 3 NPOs have been required to report on at least four evaluations a year to the Arts Council since March 2019. A bespoke report template allows organisations to provide context and interpretation alongside their evaluation results. Band 1 NPOs and Sector Support Organisations are not required to use the Toolkit but are invited to do so if they would like to. Other funded groups such as Creative People and Places and those part of the Museum Development Network have since begun using the Toolkit as well.

AIMS OF THE IMPACT & INSIGHT TOOLKIT

- Help arts and cultural organisations to understand people's perceptions of their work and how well this aligns with their creative intentions.
- Inform and enrich the conversation between the Arts Council and funded organisations about the impact of funded work.
- Create a large-scale dataset that builds shared understanding of the value of cultural experiences.

ADDRESSING LONG-STANDING CHALLENGES IN THE ARTS & CULTURAL SECTOR

Challenge 1: Measure artistic, social and economic outcomes that are meaningful to and shaped by arts and cultural organisations. The Impact & Insight Toolkit gives NPOs access to 100+ ready to use dimensions, the product of 7 years of development and testing that measure, for example: • Concept • Presentation • Distinctiveness • Challenge

Challenge 2: Build sector-wide data on the impact of publicly funded arts and culture. The Impact & Insight Toolkit provide arts and cultural organisations with a

shared approach to evaluating how audiences respond to their work – creating an aggregate dataset that enables comparisons by artform, region, audience demographics.

Challenge 3: Give audiences a voice in debates about the value and impact of arts and culture. The Impact & Insight Toolkit enables arts and cultural organisations to reflect on how they are achieving their creative goals by considering and comparing the views of audiences and peers.

Challenge 4: Strengthen peer review within the arts and cultural sector. The Impact & Insight Toolkit has created a peer database that allows anyone to nominate themselves as a peer reviewer and upload their details; arts and cultural organisations select peers that suit their events and have access to guidance on giving and receiving artistic feedback.

Challenge 5: Build evaluation capacity and capability. The Impact & Insight Toolkit provides an evaluation platform that is quick and easy to use, along with training sessions and materials, a telephone helpline and Learning and Insight webinars.

Challenge 6: Encourage cross-sector collaboration on the collection, interpretation and use of data. The Impact & Insight Toolkit brings together clusters of organisations to develop and test dimensions for evaluating artforms and different types of cultural experience, and share and debate evaluation results.

RICHER DIALOGUE BETWEEN THE ARTS COUNCIL AND FUNDED ORGANISATIONS

- Relationship Managers read evaluation reports submitted by NPOs and feed insight into ongoing conversations.
- Reports help Relationship Managers and NPOs to explore and compare:
 - what NPOs are trying to achieve artistically.
 - how different audiences experience different kinds of work.
 - how peers perceive the contribution, development and significance of NPOs' work.

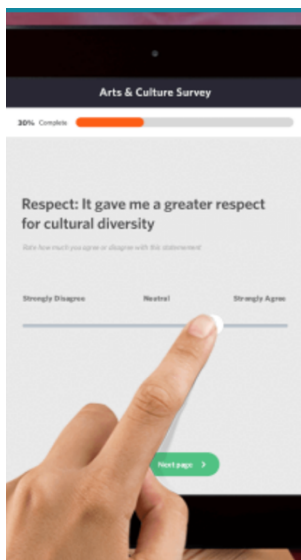
“ For me the primary aim of the data and of this programme in general is not to benefit the Arts Council internally, it is very much about being developed for the benefit of the organisations involved and helping them to inform their creative process. ”

**Darren Henley, CEO,
Arts Council England**

DATA ANALYSIS & TOOLS

Thematic briefings and reports on key research questions e.g.

- How do audience profile and experience differ for ballet and contemporary dance?
- What kinds of experience are most distinctive and challenging for young audiences?
- What are the characteristics of organisations producing risky and highly original work?
- Publish an anonymised, aggregate dataset annually for anyone to use.
- Develop visualisation tools to make the aggregate dataset accessible in different ways.
- Find ways to link Impact & Insight Toolkit data to other datasets



“ I think the increased level of detail that metrics produce can inform practice and therefore inform our approach to developing new audiences much more effectively than the standard audience question that I have seen for years about whether people liked what they have seen. ”

Dave Moutrey, HOME

DEVELOPMENT WORK

When NPOs registered in 2018, they were given the opportunity to sign up to participate in developing the Toolkit

- The Strategic Development Strand enables Counting What Counts to work with NPOs to build the best possible Toolkit to meet the needs of the arts and cultural sector. Organisations that have registered to be involved in the Strategic Development Strand have been invited to workshops and to engage with online activities, according to where their interests lie. A total of 93 NPO representatives attended the events held in March 2019 in Bristol, Birmingham, Manchester, Newcastle and London.
- The Artform & Museum Metrics workshops were designed to enable NPO representatives to work together to create new dimensions for evaluating audience and peer experience of individual artforms and museums. Workshops ran in October and November 2019.

WHO IS RUNNING THE IMPACT & INSIGHT TOOLKIT?

- Commissioned by Arts Council England
- Delivered by Counting What Counts, licensing the Culture Counts platform
- Three governance groups bringing together Arts Council staff, NPOs and other experts to address:
 - Data Insights – how best to analyse and use Impact & Insight Toolkit data.
 - Diversity and Access – does the Impact & Insight Toolkit enable voices across society to be heard?
 - NPO Scrutiny – does the Impact & Insight Toolkit respond to the needs and concerns of funded organisations?
 - Ongoing collaboration between the Arts Council, Counting What Counts and The Audience Agency to maximise the synergies between the Impact & Insight Toolkit and Audience Finder

A TIMELINE OF EVENTS

October 2018 - Impact & Insight Toolkit launch and registration opens

October 2018 - Data Insight Group meetings

November 2018 - Logins and induction packs sent to registered NPOs

January 2019 - NPO Induction and Training NPO Scrutiny / Diversity and Access group meetings begin

March 2019 - Strategic Development Strand meetings begin

April 2019 - Band 2 and 3 mandatory reporting begins

October/November 2019 - Artform & Museum Metric Strand begins

Want to know more or get started? Visit <https://impactandinsight.co.uk/register-for-the-impact-insight-toolkit/>

Or get in touch by contacting support@countingwhatcounts.co.uk or calling +44 (0) 1223 656 255

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