

Counting What Counts' Annual Evaluation Report

Funding Year 2020-21

Counting What Counts is a CPP that uses dance to connect people to their local area and to each other. We aim to introduce dance to people that may believe it 'is not for them' and to encourage self-expression through the medium of dance.

The four activities evaluated show a sample of those offered across the financial year 2020-21.

| Evaluation Number | Evaluation Name | Evaluation Type | Evaluation Activity Date |
|--------------------------|--|-------------------------------------|---------------------------------|
| 1 | Village fête with dance performances and participatory opportunities | Events and Artist Led Participatory | May 2020 |
| 2 | Dance activity - Trapped | Co-Created Participatory | June 2020 |
| 3 | Fareham's Festival of Art | Events and Artist Led Participatory | July 2020 |
| 4 | Marine Parade's Parade | Events and Artist Led Participatory | October 2020 |

NB – This mock report has been written referencing the year 2020 but has not been written with the COVID-19 pandemic in mind.

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Evaluation 1: Village fête with dance performances and participatory opportunities

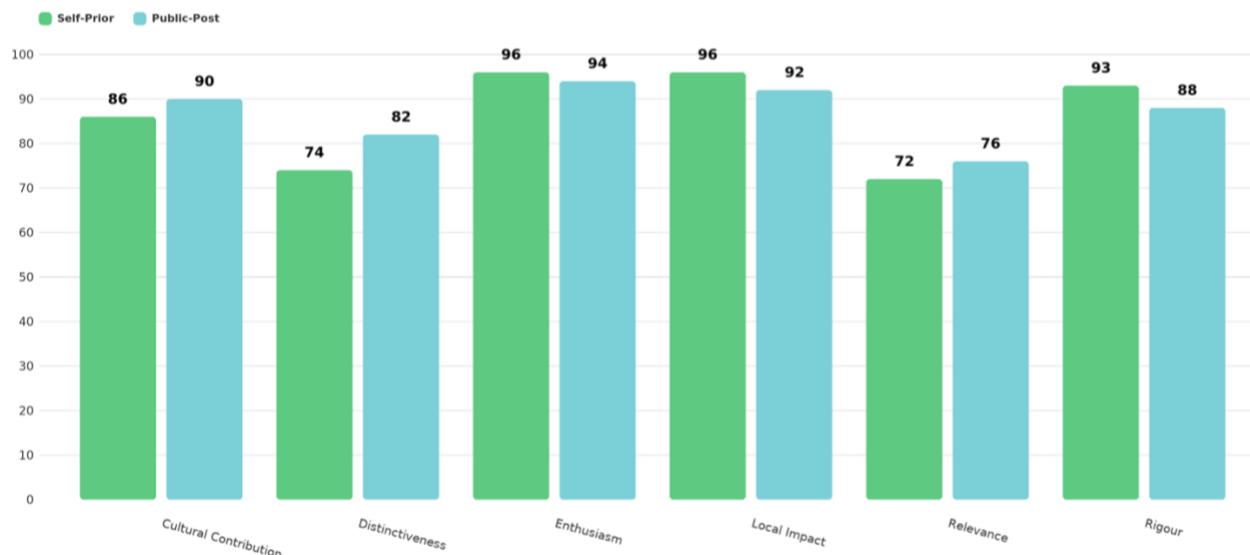
Type: Events and Artist Led Participatory Location: Townhill Park, Southampton

Introduction and Aims

This event was a fête located in Townhill Park, a suburb of Southampton. In addition to the regular stalls and activities on offer, CWC was enlisted to provide a programme of dance-based performances and participatory opportunities. Crucially, these performances and opportunities would be delivered by those from the local community and would feature local dancers too. It was important that the fête was as accessible and inclusive as possible, highlighting that dance and creativity is available to all, regardless of background, intellectual and/or physical ability. The dance styles presented were intended to be representative of the diverse communities in Townhill Park.

Village Fête - Dance Performances - Evaluation Experiences and Expectations

Self before vs public after results



Reflection on Dimension Results

This fête achieved high scores across the board. It is reassuring to see that the self-assessors for this evaluation (1 participatory activity leader; 1 organiser) were largely in tune with the attendees of the fête; the graph shows largely the same shape by both self-assessors and the public respondents. In particular, we are pleased to see that the attendees scored the fête very highly (94, 92 and 90) for impacts around the importance

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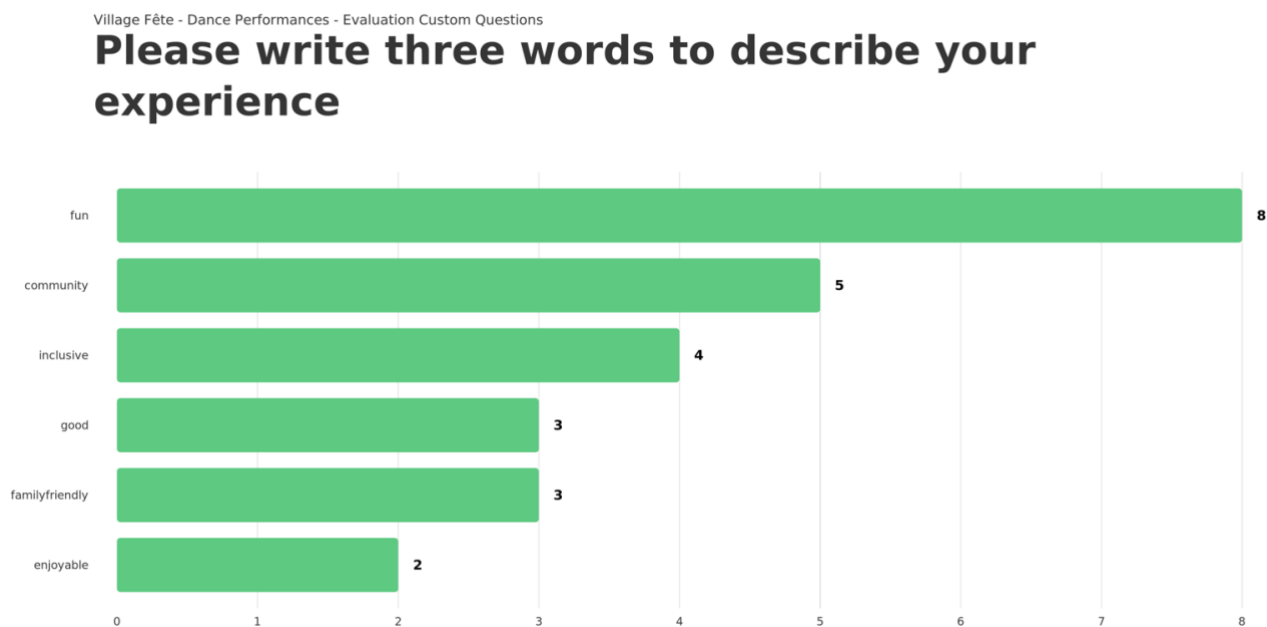
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of the location and that they 'would do something like this again'. This indicates that there is appetite to develop their creative outlets in the community.

We were surprised to see the high score for Distinctiveness. We had hoped to reach those that maybe had less exposure to arts and dance specifically but hadn't expected it to be so different from things experienced previously due to there being dance schools and a theatre in the vicinity. This may be due to pre-existing perceptions about who dance and theatre is for, as well as financial limitations. We will take this on-board moving forward and will consider how to best ease people into the fête, making available a gentler introduction for those that would benefit and providing further support throughout. This should also contribute to improving our score for 'rigour', where attendees scored the fête lower than anticipated.

Reflections on Other Data Collected

Beyond the mandatory 6 dimension questions, we opted to include a text-based question, enabling us to capture attendees' views in their own words. The results of this are shown below:



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We are very pleased with the positive language used by attendees and are particularly encouraged by the repeated use of words 'community' and 'inclusive' as these speak directly to the aims of the event.

Further Comments

This was our first evaluation conducted using the Impact & Insight Toolkit; we kept it simple and didn't explore much beyond the mandatory questions. Next time, if we were to offer a community-centric participatory activity, we would consider including more demographic questions (specifically around ethnicity and disability status) and also ask the respondents to indicate which activities from the programme they experienced. We believe this would help to frame the dimension scores more effectively. We are also interested in recruiting a couple of peer reviewers to aid us in our understanding of how this experience is perceived by professionals in the industry.

Evaluation 2: Dance Activity - Trapped

Type: Co-Created Participatory Location: Fareham

Introduction and Aims

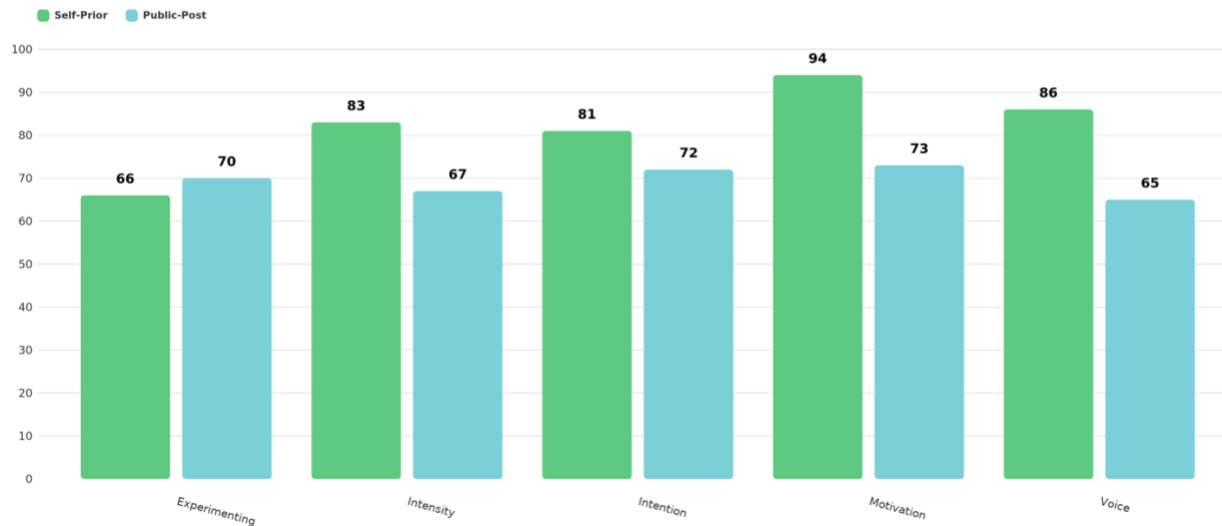
We wanted to create a supportive environment for all people from the area of Fareham to come together and explore the theme 'Trapped' through movement. Our main aim of this experience is for the participants to leave feeling motivated to experience more creative opportunities in the future.

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Dance activity - Trapped - Evaluation Experiences and Expectations

Self before vs public after results



Reflections on Dimension Results

We are rather surprised (and a little disappointed!) at the difference between the self-assessors' intentions and the participants' responses. We are going to explore ways in which we can make participants feel that their voice is important and contributes to the development of work, with a view to incorporating these techniques in future participatory activities. We are pleased to see that the highest scoring dimension for participants is 'motivation' as that was our primary aim.

Reflections on Other Data Collected

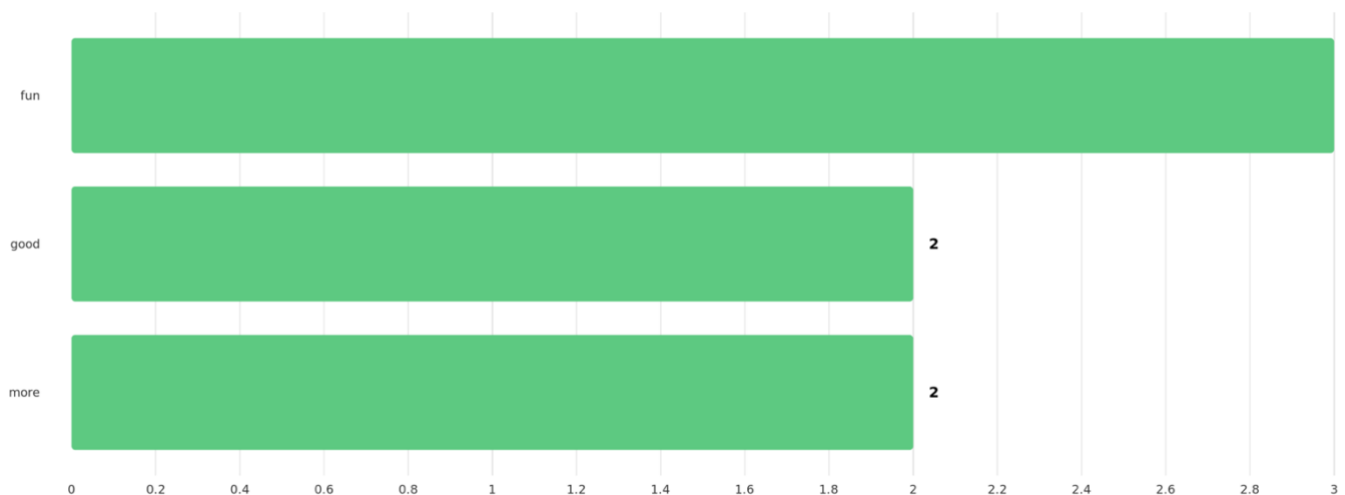
The responses include positive language, and we are pleased to see that 'fun' was the most commonly used word.

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Dance activity - Trapped - Evaluation Custom Questions

Please write three words to describe your experience



Further Comments

We will use these results to inform our development as workshop leaders. It might be that, due to the contemporary and collaborative nature of the experience, the participants felt a little overwhelmed. We need to explore this further so that we can develop our offering as an organisation.

Evaluation 3: Fareham's Festival of Art

Type: Events and Artist Led Participatory Location: Fareham

Introduction and Aims

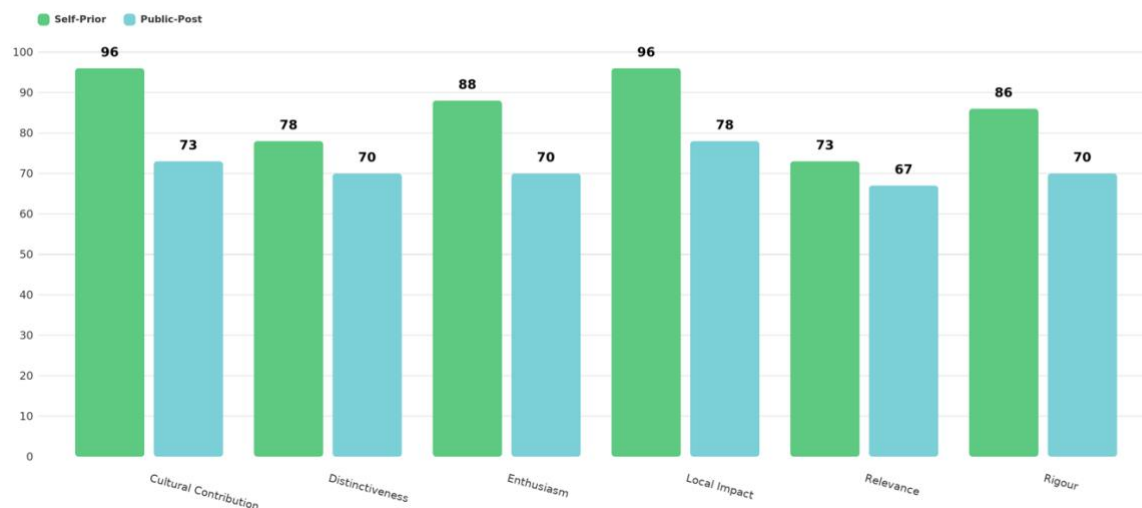
Fareham's Festival of Art is an annual event. This year, our co-created dance 'Trapped' was performed at the event by people of the local community. We want those watching the dance to feel that there is a connection to their local area.

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Fareham's Festival of Art - Evaluation Experiences and Expectations

Self before vs public after results



Reflections on Dimension Results

Similarly to the participatory activity that created this work, the public scored the dimensions significantly lower than the self-assessors. The experience of the participants may go some way to explain why the rigour of the dance was not seemed to be as high as we had hoped. We are going to develop our practice around participatory activities, which will inform the experience of the audience. However, we are pleased to see that the highest dimension score is for Local Impact. It was important for this work to present a connection with the location in which it's being performed and, with this being the highest dimension score for the public, we feel that we are on the right track.

Reflections on Other Data Collected

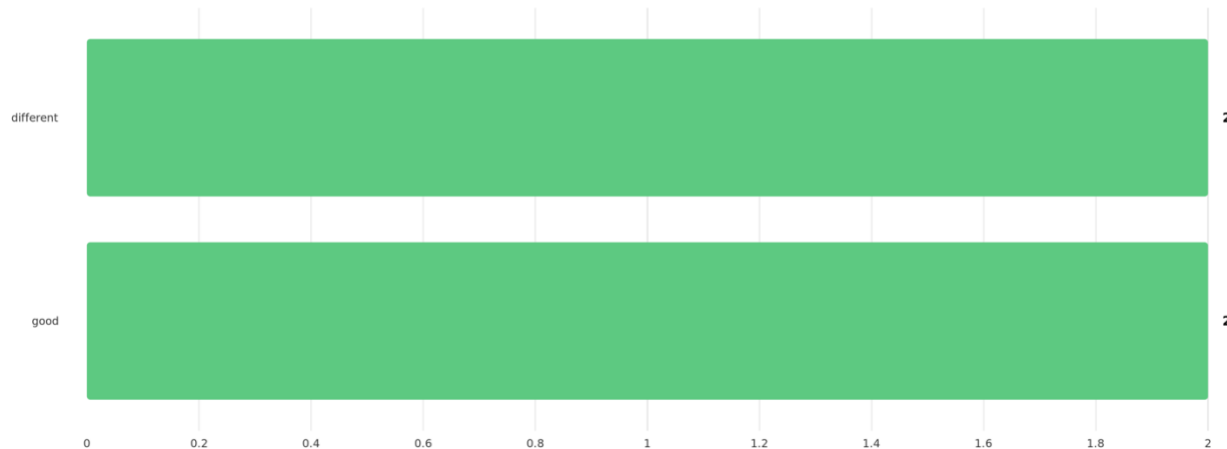
As people are able to use their own language in the 'three words' question, it is always interesting to see the words chosen. In this instance the use of the word 'different' makes us want to delve a little more into the audience experience. As the dance was contemporary in style and 10 minutes long, it might have felt a bit impenetrable for audiences at this festival. We will explore ways in which we can introduce the concept of our dances to audiences in an alternative fashion, assisting them with interpretation.

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Fareham's Festival of Art - Evaluation Custom Questions

Please write three words to describe your experience



Further Comments

We hope to be involved in the festival in future years and look forward to using these results to develop our practice; we hope to achieve higher scores next year.

Evaluation 4: Marine Parade's Parade

Type: Events and Artist Led Participatory Location: Lee-on-the-Solent

Introduction and Aims

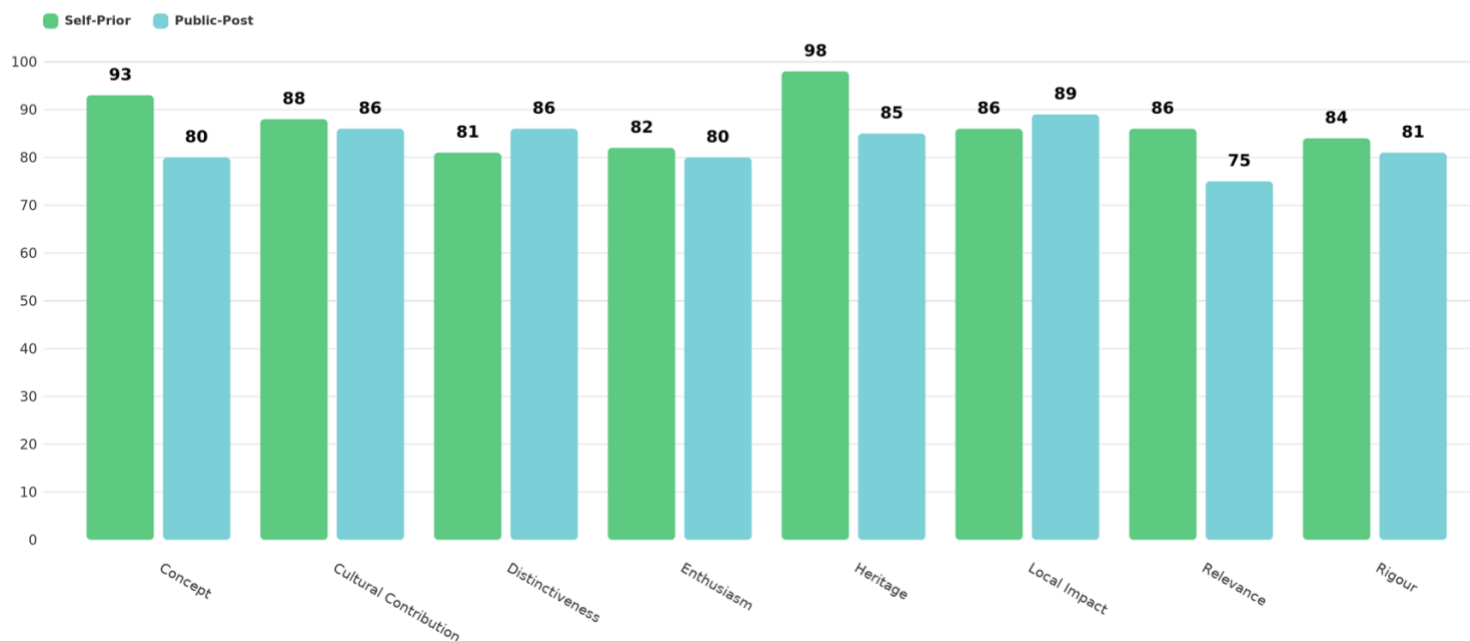
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This parade incorporated young people from the local area displaying their visual artworks via a parade of movement. The pieces of visual art were inspired by Lee-on-the-Solent's connections with the navy and aviation. The most important factor of this parade was that it would prompt feelings of pride in the local area and the community. We want people to feel connected through their shared location and to enjoy the experience.

Marine Parade's Parade - Evaluation Experiences and Expectations

Self before vs public after results



Reflections on Dimension Results

We were much more closely aligned with this evaluation than our others, which is pleasing as it shows that we were more 'in-tune' with the audience. However, there are still a few instances of where there are sizable differences between self-assessors' intentions and the public's

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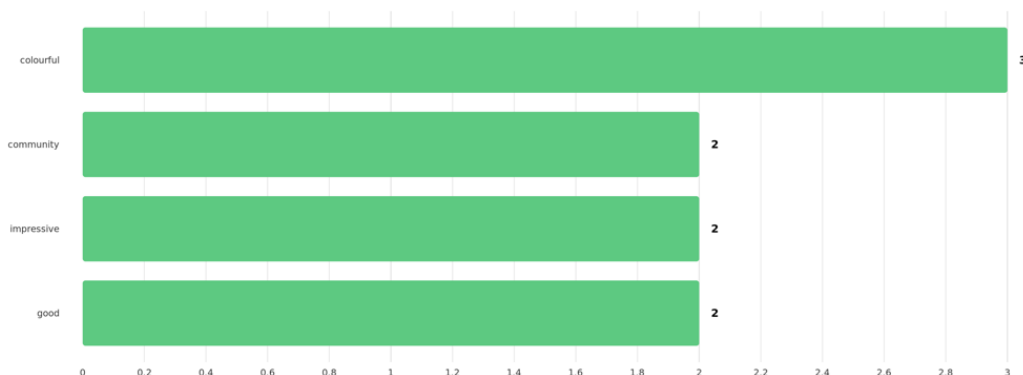
experiences: Concept, Heritage, Relevance. Concept and Heritage are dimensions we chose to add to the survey as we felt they were both important to the success of the event. We are pleased to see that Local Impact is the highest scoring dimension, and that Cultural Contribution is not far behind. These are both important aspects of this event. However, we would have liked to have seen Heritage to score higher, as this dimension considers the connection between people, due to this heritage. We would like to foster this connection more in future activities. However, overall, we are pleased with the high scores of this event.

Reflections on Other Data Collected

Being more confident with using the Toolkit, we decided to expand on our usage of it. In addition to the 'three words' question used previously, we recruited a couple of peer reviewers to provide their professional perspective of the work; we also asked a question on how they got to the parade. We really like that the most frequently used word by members of the public was 'colourful', as experience of colour can be considered uplifting. We are very pleased with the high scores provided by the peer reviewers. There is also some successful alignment between the self assessors' expectations and peer reviewers' experiences. The fact that the majority of respondents walked to the parade indicates that they are local. We are pleased to see that this event attracted people nearby and also that no respondents drove to the parade; as an organisation, we aim to be eco-friendly.

Marine Parade's Parade - Evaluation Custom Questions

Please write three words to describe your experience

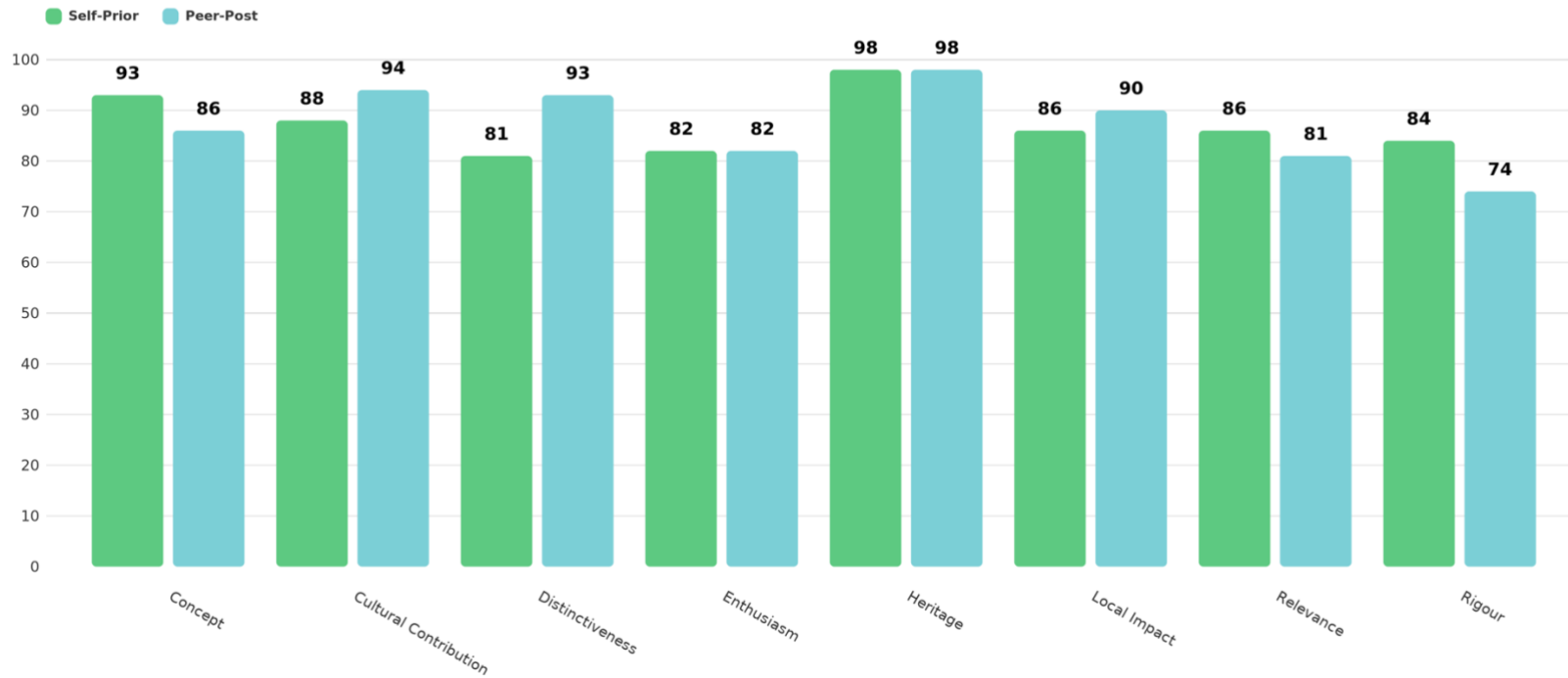


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Marine Parade's Parade - Evaluation Experiences and Expectations

Self before vs peer after results

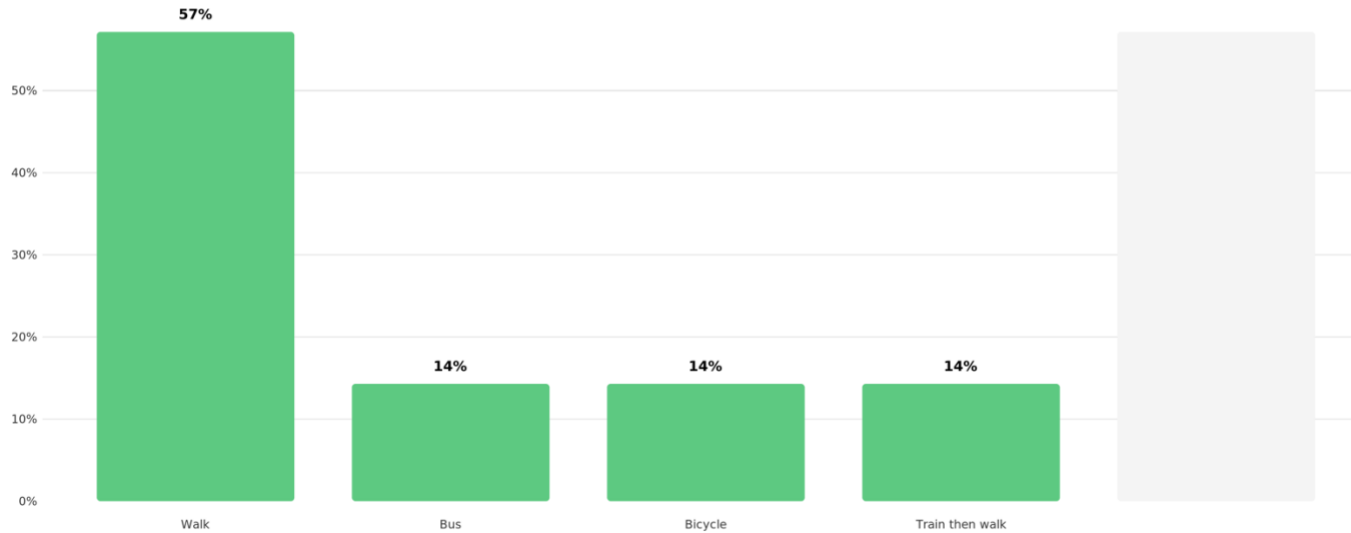


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Marine Parade's Parade - Evaluation Custom Questions

How did you get to Marine Parade?



Further Comments

We feel that this evaluation has been really insightful. We will definitely engage with peer reviewers in the future and intend on exploring more possible question additions, dependent on the work being evaluated. We feel that combining the required questions with our own additions helps to give us more tailored insight, specific to our organisation.