16 October 2018

Quality Metrics

A data driven approach to exploring the impact of our work

Carl Stevens
Senior Manager, Audience Insight and Innovation

Graeae Theatre Company's Iron Man
Photo © **Alison Baskerville / Graeae Theatre Company**

Arts Council England

Excellence

For Everyone

Resilience and Sustainability

Diversity and Skills

Young People

- National Development agency for Arts, Museums and Libraries

- Our mission is to deliver 'Great Art and Culture for everyone'

- Between 2018 and 2022, we will invest:

  £1.65 billion of public money from government and

  £661 million from the National Lottery to help create art and culture experiences for everyone, everywhere.

ART CHANGES PEOPLE AND PEOPLE CHANGE THE WORLD

Agenda

1. What do we mean by quality

2. Quality metrics

3. The journey in England

4. Case Study 1: Lakeland Arts

5. Case Study 2: Manchester Galleries

6. Lessons learned

What do we
mean by quality?

Towner Gallery: Compulsive Obsessive Repetitive
Photo © **Alison Bettles**

Quality is subjective.

It cannot be measured.

Did we achieve what we set out to do creatively?

How did people connect with the work?

What impact did the work have on them?

Quality
Metrics

The Quality Metrics

- **Concept:** it was an interesting idea
- **Presentation:** it was well produced and presented
- **Distinctiveness:** it was different from things I've experienced before
- **Challenge:** it was thought-provoking
- **Captivation:** it was absorbing and held my attention
- **Enthusiasm:** I would come to something like this again
- **Local impact:** it is important that it's happening here
- **Relevance:** it had something to say about the world in which we live
- **Rigour:** it was well thought-through and put together
- **Originality:** it was ground-breaking
- **Risk:** the artists/curators really challenged themselves with this work
- **Excellence:** it is one of the best examples of its type that I have seen

Collecting and Analysing Responses
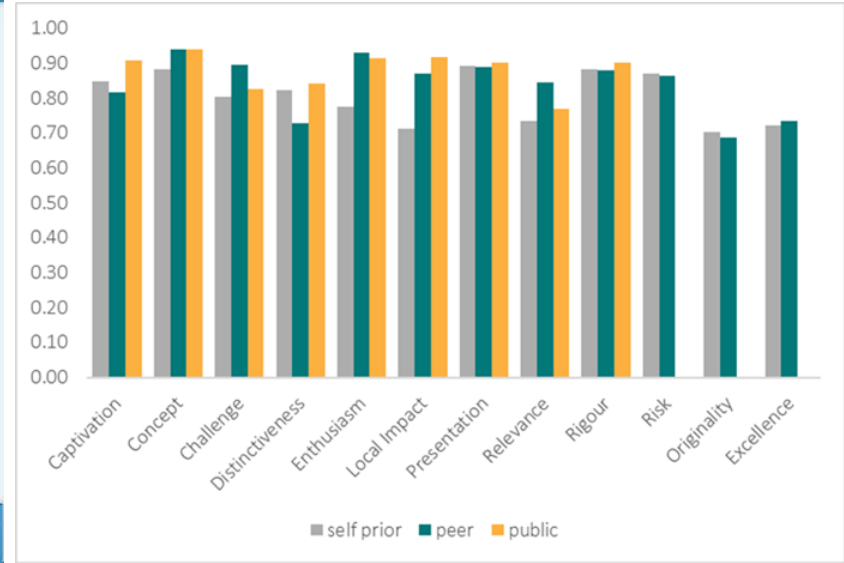
Administered through a digital survey platform

See results in real time in dashboard

Outlining Creative Intentions

The journey in England

Royal Albert Memorial Museum (RAMM)
Photo © Matt Austin
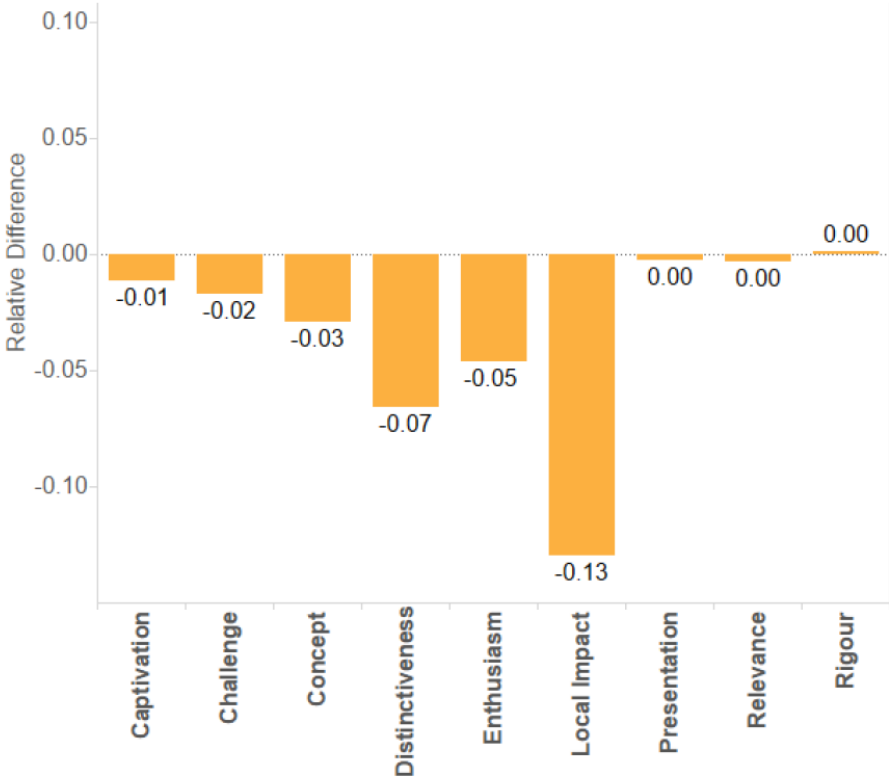
Timeline

- 2013 - Manchester Pilot – 13 organisations

- 2014/15 – Digital R&D phase – 20 organisations

- 2015/16 – National Test – 150 organisations

- 2017/18 – Shift to Impact and Insight Toolkit

- 2018/19 – Rollout to 256 organisations

- 2019/20 – Available to all 843 funded organisations

Lakeland Arts

Abbot Hall Art Gallery

Museum of Lakeland Life & Industry

Blackwell The Arts & Crafts House

Windermere Jetty in Bowness

You Are Here at Turner Contemporary
Photo © Benedict Johnson

Lakeland Arts

Completed 3 evaluations during trial

The Radev Collection: Bloomsbury & Beyond

The Nuisance of Landscape Grizedale Arts

Emilie Taylor

Lakeland Arts

Bar chart legend: ■ Radev Collection ■ The Nuisance of Landscape ■ Emilie Taylor

Category	Radev Collection	The Nuisance of Landscape	Emilie Taylor
Presentation	0.84	0.74	0.77
Distinctiveness	0.53	0.80	0.62
Rigour	0.84	0.66	0.68
Relevance	0.62	0.71	0.74
Challenge	0.69	0.75	0.69
Captivation	0.81	0.62	0.59
Meaning	0.72	0.49	0.44
Enthusiasm	0.91	0.61	0.55
Local Impact	0.87	0.74	0.41
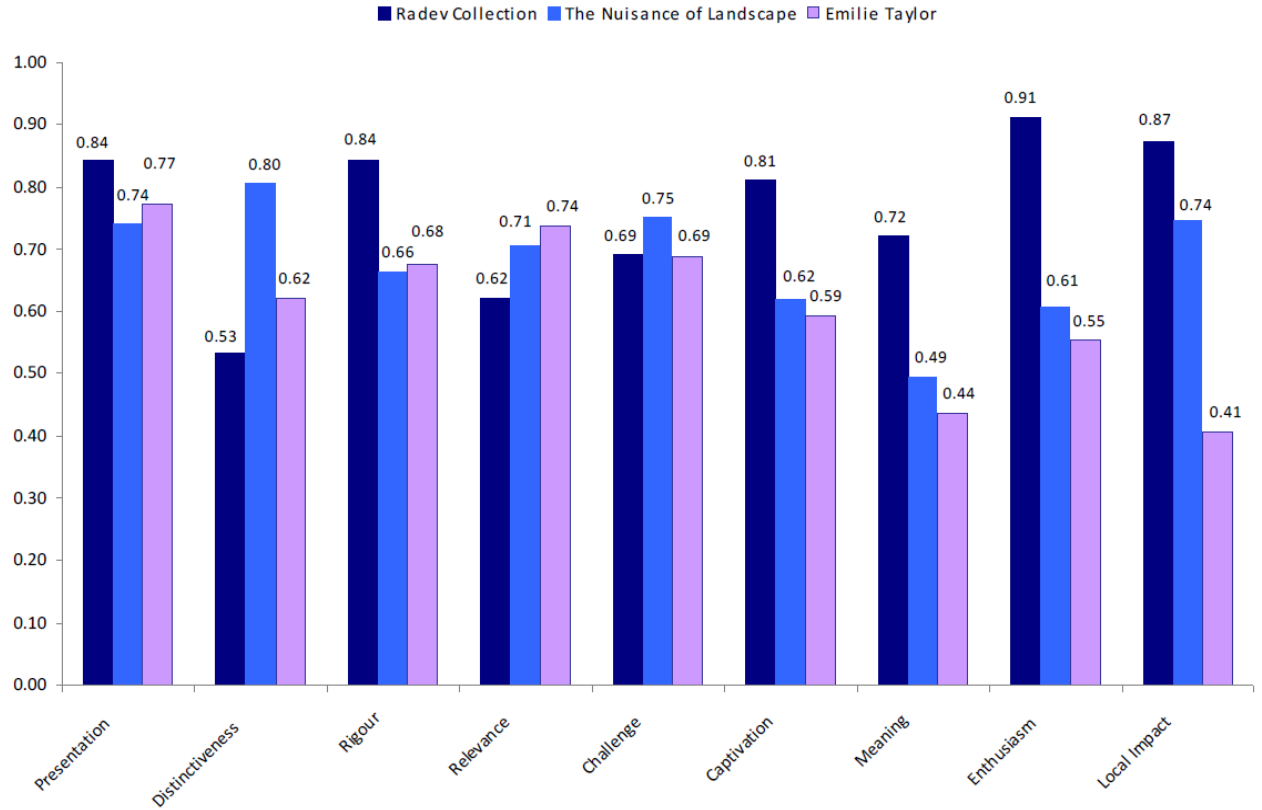
Manchester Museums & Galleries

- **Manchester Museum**

- **Whitworth Art Gallery**

- **Manchester Arts Gallery**

Raqs MediaCollectiveTwilightLanguage © M.Pollard
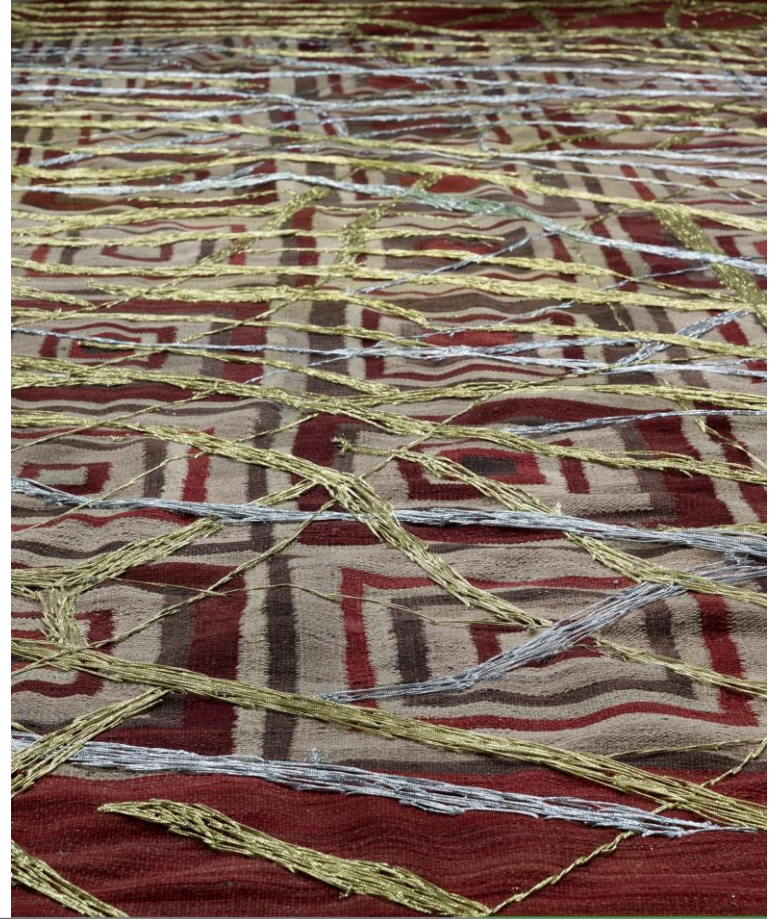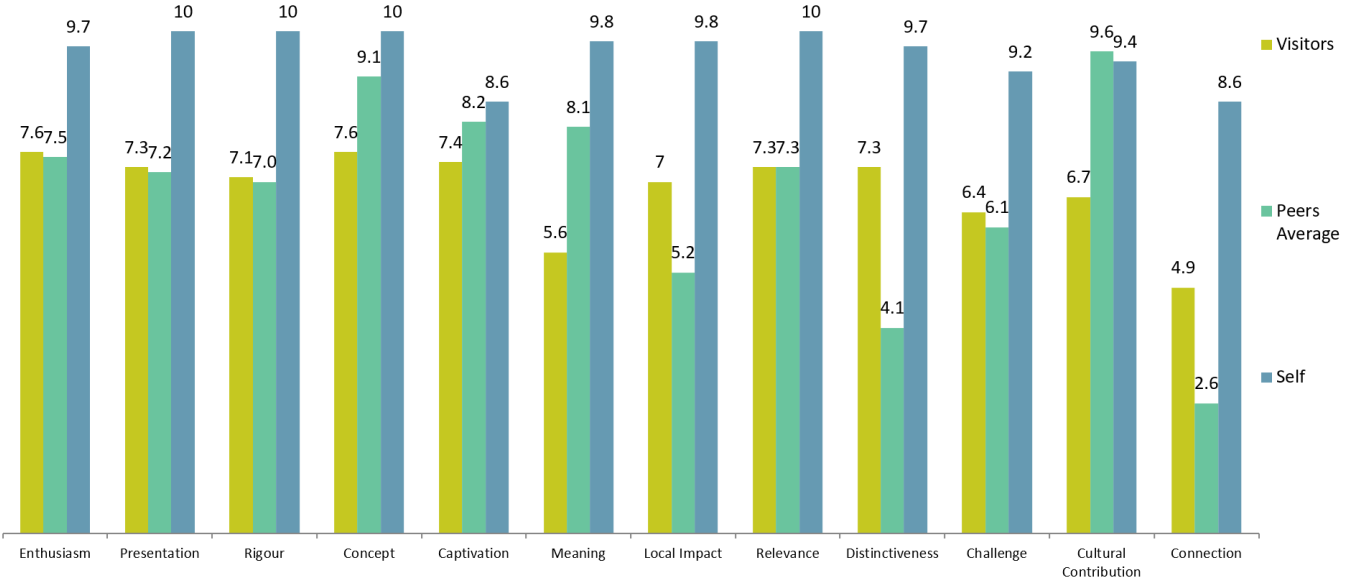
Manchester Museums & Galleries

New North and South

- **Waqas Khan, Twilight Language**

- **Reena Kallat**

- **Raqs Media Collective**

Manchester Museums & Galleries

Raqs Media Collective

Chart data — categories: Enthusiasm, Presentation, Rigour, Concept, Captivation, Meaning, Local Impact, Relevance, Distinctiveness, Challenge, Cultural Contribution, Connection

Category	Visitors	Peers Average	Self
Enthusiasm	7.6	7.5	9.7
Presentation	7.3	7.2	10
Rigour	7.1	7.0	10
Concept	7.6	9.1	10
Captivation	7.4	8.2	8.6
Meaning	5.6	8.1	9.8
Local Impact	7	5.2	9.8
Relevance	7.3	7.3	10
Distinctiveness	7.3	4.1	9.7
Challenge	6.4	6.1	9.2
Cultural Contribution	6.7	9.6	9.4
Connection	4.9	2.6	8.6

Manchester Museums & Galleries

Reena Kallat

Chart legend: Visitors, Peers Average, Self

Category	Visitors	Peers Average	Self
Enthusiasm	8.4	7.6	8.1
Presentation	8.7	8.0	8.4
Rigour	8.7	8.2	8.5
Concept	8.5	8.0	8.6
Captivation	8.6	6.8	7.7
Meaning	6.5	7.7	8.4
Local Impact	7.8	6.9	9.1
Relevance	6.8	8.0	8.8
Distinctiveness	7.1	6.9	8.6
Challenge	6.6	7.7	7.0
Cultural...	8.4	4.8	8.7
Connection	5.7	6.2	8.1
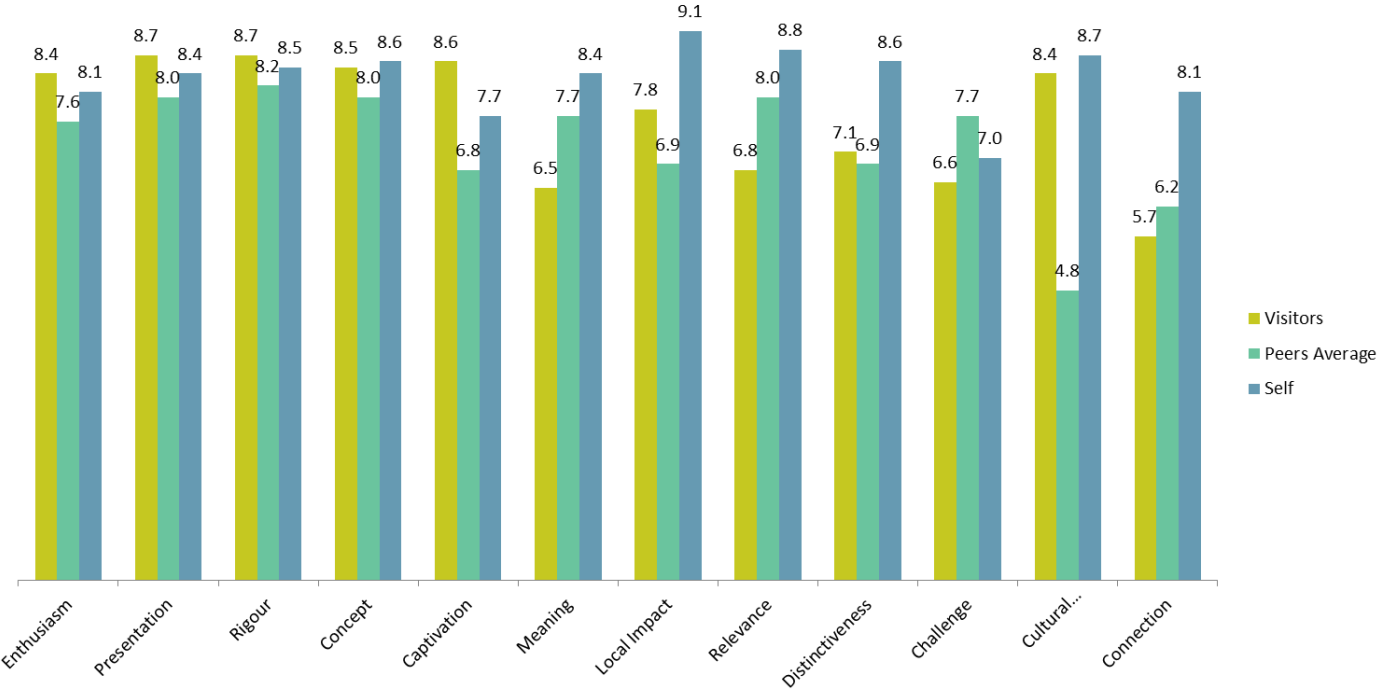
Lessons learned

- Must be sector led

- It takes time to develop

- Important to carefully articulate why you are doing it

- Needs buy-in from across the organisation

- Provides useful insight to inform decision making

- It's important but it is difficult

- Don't call it Quality Metrics