

An Introduction to Centre for Cultural Value

CLOA

27 January 2022

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Co-Director

& CEO  the audience agency

CENTRE FOR
CULTURAL VALUE

Understanding the difference culture makes

We are building a shared understanding of the differences that arts, culture, heritage and screen make to people's lives and to society. We want cultural policy and practice to be based on rigorous research and evaluation of what works and what needs to change.



Vogue Ball, Contact Theatre. Photo: Drew Forsyth

Our core partners:



Our funders:



33 Sector Affiliate Partners

Aesop, Arts Marketing Association, Arts Fundraising & Philanthropy, Association of British Orchestras, BBC Research & Development, BFI, Bradford 2025, British Library, Chief Cultural and Leisure Officers Association, Contemporary Visual Arts Network, Coventry 2021, Creative Ageing Development Agency, Creative & Cultural Skills, Creative Lives, Cultural Learning Alliance, Culture Counts, Culture Forum North, Culture Health & Wellbeing Alliance, Eden Court Theatre, Galway 2020 & NUI Galway, Happy Museum, Historic England, Imperial War Museum, Leeds 2023, Leeds City Council (Culture & Sport), Museums Association, National Centre for Creative Health, National Theatre, National Theatre Scotland, National Theatre Wales, Natural History Museum, OneDance UK, Opera North / DARE, Royal Society of Arts, Scottish Contemporary Art Network, Science Museum, Tate, Thrive, Visitor Studies Group

Supporting the Centre's mission, they are organisations with a national or strategic remit. They help us to:

- reach their networks
- co-deliver projects and
- promote an evidence-based approach to policy and practice.

Research Reviews

We review and summarise existing research so its insights can be understood and applied more widely.

Our research reviews are focused on the following core themes:

- The role of arts, culture, heritage and screen in the context of COVID-19
- Culture, health and wellbeing
- Cultural participation
- Community, place and identity

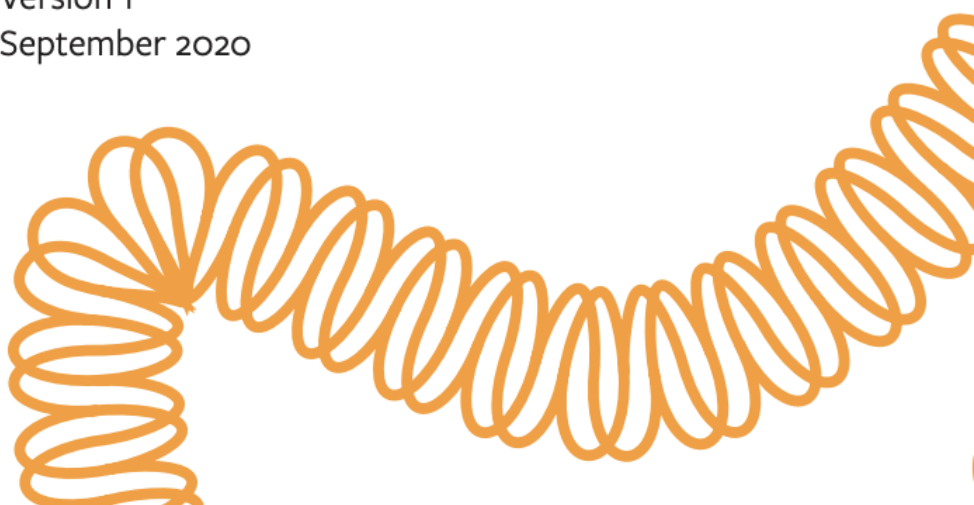
In 2022 our research is focusing on: cultural participation



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Research digest: Culture on referral

Version 1
September 2020



Informing Research Reviews

Shaped in consultation with practitioners, researchers and policymakers. Contribute by:

- Suggesting themes
- Sharing your knowledge and research priorities
- Disseminating findings
- Forming recommendations
- Keeping reviews updated

1

Asking the right questions...

We identify the questions you want answered by talking to practitioners, researchers and policymakers via surveys, workshops and round tables.



2



...so our research is relevant and useful

We review existing research on a topic focusing on the questions you want answered.

3

Inviting experts to review

An expert reflects on our draft findings and works with us to make improvements.



4



Sharing our findings

We publish accessible research digests, as well as hosting webinars and podcasts.

5

Keeping up to date

Things move quickly in this area, so we review our findings one year later to see what's changed.



Evaluation

We work with the cultural sector and funders to support skills development in evaluation and to promote the value of a purposeful and proportional approach to evaluation.

- co-developed a set of cultural evaluation principles that can be adopted across the cultural sector
- Events and discussion towards a more confident and collaborative sector
- A free mass online open course (MOOC) for 2023 that will offer free professional development and learning in cultural evaluation.
- A network and champions



Who Are Ya? Tate Exchange. Dan Weill Photography

Evaluation principles

These collaboratively produced evaluation principles are a sharing of ideas to inform how evaluation is carried out and used in the cultural sector.

- In practice seminars
- Further debate
- Policy-maker round-tables
- MOOC

[View the principles](#)

Photo by Clarence Alford

Policy

Our goal is to place culture at the heart of local, regional and national policymaking.

- Supporting the sharing of learning and the brokering of relationships between policymakers, academics/researchers and cultural practitioners to improve knowledge exchange.
- Communicating research findings with clarity and relevance, contributing to a stronger evidence base to inform policymaking and achieve impact.



WEBINARS AND FILMS

Webinar: How can we use research and evidence to influence policy change?

28 Jan 2021

Collaborate

Our Collaborate fund supports innovative new research partnerships between cultural sector practitioners and academics, modelling better ways of working together.

- 2 rounds of funding autumn 2021 and autumn 2022.
- around 15 projects £5K – £20K.

Successful projects contribute

- deeper understanding cultural value
- range of research methodologies used to explore cultural value.



Company Chameleon perform Witness This on Manchester city centre streets.
Photo: Joel Chester Fildes

Research Partnerships

Extending our role, acting as a hub and convenor for collaborative research and innovation in capturing value:

- COVID 19 impact Study - AHRC
- Making Data Work – ESRC
brings together cultural sector partners, data specialists and policy makers to explore how better data might lead to better policy
- Leeds 2023
- International exchange
- ...



Covid-19: Impacts on the cultural sector

A national research programme led by the Centre for Cultural Value in collaboration with the Creative Industries Policy and Evidence Centre and The Audience Agency. Taking place between September 2020 and November 2021.

This project was funded by the Arts and Humanities Research Council (AHRC) through UK Research and Innovation's Covid-19 rapid rolling call.



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Creative Industries
Policy & Evidence Centre
Led by **nesta**

UK
RI Arts and
Humanities
Research Council

 the audience agency

Left Bank Leeds. Photo: Sally Molineaux

Preview: C19 Final Report Conclusions

- Role and precarity **freelancers** – radical new responses
- Address potential **brain-drain** cultural management
- A re-appraisal of '**the local**' **creative sectors** to animate and stimulate
- **Digital** distribution **not the great equalizer/** diversifier but...
- New **innovation behaviours** required
- Collaboration and network a lifeline: how to continue towards a **joined-up ecosystem**
- Focus on **regenerative modes** of working
- Role of **better research & data** has a pivotal role to play





RESEARCH

Impacts of Covid-19: a snapshot from the cultural sector

07 Jan 2021



WEBINARS AND FILMS

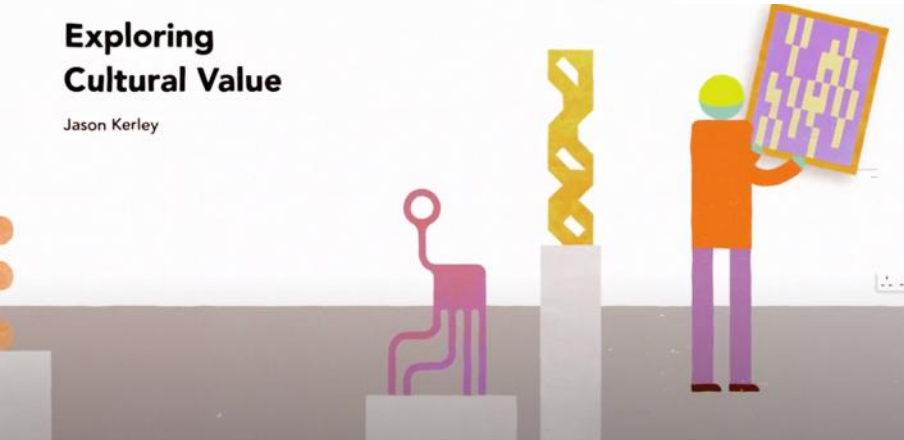
Webinar: Who and what is evaluation for? And when is it useful?

28 Jan 2021



Exploring Cultural Value

Jason Kerley



ESSENTIAL READS

My essential reads: value(s) in cultural participation

22 Oct 2020

What value culture?

2 - 13 November 2020

A **free** festival of ideas - book now!

**CENTRE
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VALUE**

2022+

- Publish COVID 19 Impact Research
- Cultural Evaluation Principles in practice
- Launch Collaborate funding programme
- More research digests and resources
- Policy work
- Exemplar evaluation: Leeds 2023
- Original research: instigate, partner, enable
- Develop evaluators and academic networks

Reflecting Value

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Thank you

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