Festival Makers Conference 2023

Impact Measurement in Festivals

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Quality Matters
supporting improvement in social services

Impact Measurement in Festivals - An Overview

1. Introduction
2. Background to development of Outcomes Measurement Guidebook
3. Policy context
4. Brief overview of the Guidebook and Framework
5. Introduction to the pilot project
6. Learn more about Impact Measurement at our sidebar

What is Social Impact Measurement?

The process of measuring the intended and unintended changes (outcomes) experienced by participants, taking into account, what would have happened anyway, the contribution of others, and the length of time the outcomes last.

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What good impact data can do

- Increase understanding of the social benefits of the Arts
- Help recruit new artists or partners
- Increase arts engagement and audiences
- Help programmes with case making and raising funding
- Drive decision making and support programme improvements
- Inspire innovation and problem solving
- Facilitate culture change in organisations or communities

Background

Making Great Art Work 2016 -2025
Arts Council Strategy

O14. Improve measurement of the outcomes of our investment.

We will develop our internal processes, and work with others to measure better the effects of our investment, so as to understand its outcomes and impacts across a range of criteria.

A Framework for Collaboration
Arts Council/ Local Govt partnership

*We share a conviction about the **intrinsic value** of the arts and culture in people's lives and we acknowledge the distinctive and important contribution that artists and the arts make to society. We believe the arts, because they encompass a diversity of human experience in a variety of forms, contribute directly to **building cohesive** and **sustainable communities** and to **enhancing quality of life**. We also believe the arts can actively contribute to **local economic development**, whether in terms of attracting inward investment, improving opportunities for cultural tourism, or supporting indigenous creative industry.*

Outcome Measurement Guidebook + Framework for Irish Arts Organisations

This guidebook is designed to be a practical instructional manual to **enable** arts organisations and projects to develop their own outcome-focused approach.

The guide aims to increase capacity to:

- Understand and communicate the value of the arts and the benefits they create for participants and communities
- Identify opportunities to improve the activities and increase the impact of arts organisations

IMPACT MEASUREMENT IN FESTIVALS

LOCAL

FESTIVALS AS CHANGE MAKERS

PEOPLE & PLACE

MÁM, Teac Damhsa, New Zealand Festival, March 2020, Matt Grace

Policy Context

Place, Space & People
Spatial policy

Adopt Social Impact Measurement as a key metric for assessing the impact of the arts in society today.

Festivals' Policy & Strategy 2020-5

Commit to researching and providing appropriate qualitative measurement models and tools for festivals to assist in the development of strategies for audiences

Impact of the Arts

Cross-sectoral benefits for people in Ireland:

- **Health and wellbeing**
- **Social inclusion**
- **Equality**

Helps it remain a policy and funding priority.

Topics Covered in the Guidebook

- Information on key concepts and techniques for outcome measurement
- Practical advice and guidance regarding implementation
- Case studies, examples and exercises
- Examples of indicators that can be used to measure outcomes
- Supporting tools and templates

The Guidebook and Framework are not intended to be **prescriptive** about what an organisation should measure;

rather designed to be a **starting point** to think about ways outcomes can be measured in the arts sector……

About the OUTCOME FRAMEWORK for arts organisations

The **framework** contains relevant outcomes and indicators for Irish arts services and organisations.

Outcome included so far:

1. Increased support for artists
2. Improved community cohesion
3. Increased diversity of audience(s)
4. Improved appreciation of the arts
5. Increased cultural appreciation
6. Improved skills and capacity
7. Increased wellbeing
8. Improved local economy

How this resource was developed?

- ➔ Policy review and research on outcomes for arts sector and organisations
- ➔ Semi-structured interviews with arts organisations and Arts Officers across three pilot sites
- ➔ Development of initial Guidebook and Outcome Framework
- ➔ Pilot of Guide and Outcome Framework with pilot sites (including a festival)
- ➔ Review of pilot with Arts officers and pilot sites
  - ➔ Revised the Guidebook and Framework
  - ➔ **Recommendations for future implementation**

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New Festivals Pilot Project

7 Festival teams will pilot the tool over the next three years:

- Carlow Arts Festival
- Cork Midsummer Festival
- Dublin Fringe Festival
- Earagail Arts Festival
- Galway International Arts Festival
- Kilkenny Arts Festival
- Sligo Consortium of three festivals (Cairde Sligo Arts Festival, Sligo Baroque Festival, Sligo Jazz)

Festival Pilot Objectives

- Further **pilot and enhance the Arts Council Outcome Measurement Guidebook**
- **Enhance capacity of festival teams** to be able to undertake outcome measurement processes in order to more fully understand and explain the impact of the work they do
- Develop **additional supporting tools, templates, and resources** on impact measurement for the Irish Arts Sector based on the learning from the pilot
- Develop **ambassadors of impact measurement** in the arts in Ireland. Pilot sites will be able to speak to the benefits of embedding an Impact Measurement process into their work and will be able to offer peer to peer learning on this topic.

Overview of the process

- Each pilot team will work through all stages of the outcome measurement guidebook.
- Pilot teams will receive training and individualised mentoring supports on each stage of the outcome measurement process
- Each team will share lessons learned and feedback about the process with us and you
- The guidebook be enhanced to include additional information, tools, and resources developed in response to learning from the pilot
- These resources and more will be available to you on the Arts Council website as the are developed to support you in undertaking a self-guided approach

Come to our side-bar at 4:30

To learn more about:

- the guidebook,
- the resources that will be available to non-pilot sites, and
- how you can use this tool to begin measuring the impact of your work

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