Quality Metrics
A data driven approach to exploring the impact of our work
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Arts Council England

- National Development agency for Arts, Museums and Libraries

Excellence

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

For Everyone

- Between 2018 and 2022, we will invest:

Resilience and Sustainability

- £1.65 billion of public money from government and

Diversity and Skills

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

Young People

#creativecase
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?
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?
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

![Graph showing relative differences in various creative intentions.](chart.png)
The journey in England
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
Completed 3 evaluations during trial

The Radev Collection: Bloomsbury & Beyond

The Nuisance of Landscape
Grizedale Arts

Emilie Taylor
Lakeland Arts

Completed 3 evaluations during trial

The Radev Collection: Bloomsbury & Beyond

The Nuisance of Landscape: Grizedale Arts

Emilie Taylor

Wifi available #culturematters © Arts Council England
Manchester Museums & Galleries

- Manchester Museum
- Whitworth Art Gallery
- Manchester Arts Gallery
Manchester Museums & Galleries

New North and South

- Waqas Khan, Twilight Language
- Reena Kallat
- Raqs Media Collective
Manchester Museums & Galleries

Reena Kallat

![Bar chart showing ratings for different aspects of Reena Kallat's work. The aspects include Enthusiasm, Presentation, Rigour, Concept, Captivation, Meaning, Local Impact, Relevance, Distinctiveness, Challenge, Cultural... and Connection. The ratings are compared against Visitors, Peers Average, and Self.](image-url)
<table>
<thead>
<tr>
<th>Lessons learned</th>
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<tr>
<td>• Must be sector led</td>
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<td>• It takes time to develop</td>
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<td>• Important to carefully articulate why you are doing it</td>
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<td>• Needs buy-in from across the organisation</td>
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<td>• Provides useful insight to inform decision making</td>
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<td>• It’s important but it is difficult</td>
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<tr>
<td>• Don’t call it Quality Metrics</td>
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