Crawley’s Creative Playground

Evaluation Reflections - 19th December 2023

1. Evaluation recap - the story so far

2. What did we find out?

3. Discussion

4. What next?

1. Evaluation recap

Evaluation: Aims

1. To understand and articulate the impact CP has on people living and working in Crawley, in the short, medium and long terms.

2. To engage Crawley's communities in the evaluation process, the reasons for doing it, and the methods of collecting and sharing information.

3. To demonstrate the impacts of CP to people outside Crawley, including funders and potential future partners.

4. To comply with regular monitoring and evaluation reporting as specified by ACE.

Evaluation: Aims and Objectives

1. To understand and articulate the impact CP has on people living and working in Crawley, in the short medium and long terms. (Understand what happened)

2. To engage Crawley's communities in the evaluation process, the reasons for doing it, and the methods of collecting and sharing information. (Embed evaluation into the project as a whole)

3. To demonstrate the impacts of CP to people outside Crawley, including funders and potential future partners. (Talk about this to other people)

4. To comply with regular monitoring and evaluation reporting as specified by ACE. (Meet funding requirements)

Evaluation - Meeting ACE requirements

- Meeting ACE requirements for monitoring and evaluation is one of four aims for the evaluation of Creative Playground

- ACE is collecting data (monitoring) for a national data set, using new systems
  - Illuminate: data monitoring (released June 2023/ ongoing updates)
  - Impacts & Insights toolkit via Culture Counts (confirmed July 2023)

- Ongoing reflections against ACE's three research questions for CPPs
  - Updated in November 2023

Evaluation - Framework v.1

- Stakeholder journeys: audience members, participants, project partners

- Using the values identified in the Theory of Change (TOC) process
  - Boundlessness
  - Joyful Togetherness
  - Inclusivity
  - Opportunity
  - Pride of Place

- Incrementally increasing the amount of information we ask for, using mixed-methods approach:
  - Qual & Quant
  - Surveys/ interviews/ focus groups/ other

Evaluation - Framework v.1

- Began in Q1 & Q2 (April to September):
  - Purple forms (age, postcode, email address, 3 words)
  - Green forms (age, postcode, email address, ethnicity, TOC values)

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- 482 forms over 41 events
  Thank you!

Meeting ACE requirements - what changed?

- **Illuminate released and guidance published (mid June 2023)**
  - All audiences to be monitored, on an event-attendance basis
  - Limited flexibility with the Illuminate platform

- **Impact & Insights toolkit to be re-used by CPPs (mid July 2023)**
  - Four events per year to be evaluated using the Impact & Insights toolkit
  - Illuminate mandatory questions can be absorbed into the I&I toolkit

- **Illuminate recalled for Q1 & Q2 submissions (August 2023)**

- **Internal research questions clarified and reworded (November 2023)**

Evaluation - Meeting ACE requirements

Internal Questions

1. Are more people from places of least engagement experiencing and being inspired by creativity and culture and what are the most effective ways to achieve this?

2. What approaches enable us to deliver on our aspiration for excellence both in the process of community engagement and the creative experiences on offer?

3. What else are we learning that facilitates better public engagement in creativity and culture?

Evaluation - Framework v. 2

Centre ACE requirements for data monitoring and Impacts & Insights

Trial period in Q3 to include:

- Impacts & Insights toolkit evaluations for as many projects as possible (surveys only)
- Illuminate compliant data monitoring included in these surveys
- Surveys delivered in person & online

Build on this in Q4 to include:

- Case studies
- Focus Groups

Evaluation - Meeting ACE requirements

Requirements

Quarterly

Event monitoring

Audience monitoring

Internal questions

Impact & Insight reports (if appropriate)

Annually

At least four Impact & Insights evaluations

Internal questions

Staff and volunteer monitoring

Postcode data

Evaluation - Meeting ACE requirements

Requirements

Quarterly

Event monitoring Illuminate

Audience monitoring Illuminate

Internal questions Narrative Report

Impact & Insight reports (if appropriate) Culture Counts

Annually

At least four Impact & Insights evaluations Culture Counts

Internal questions Narrative Report

Staff and volunteer monitoring Annual Submission

Postcode data TBC

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2. What did we find out?

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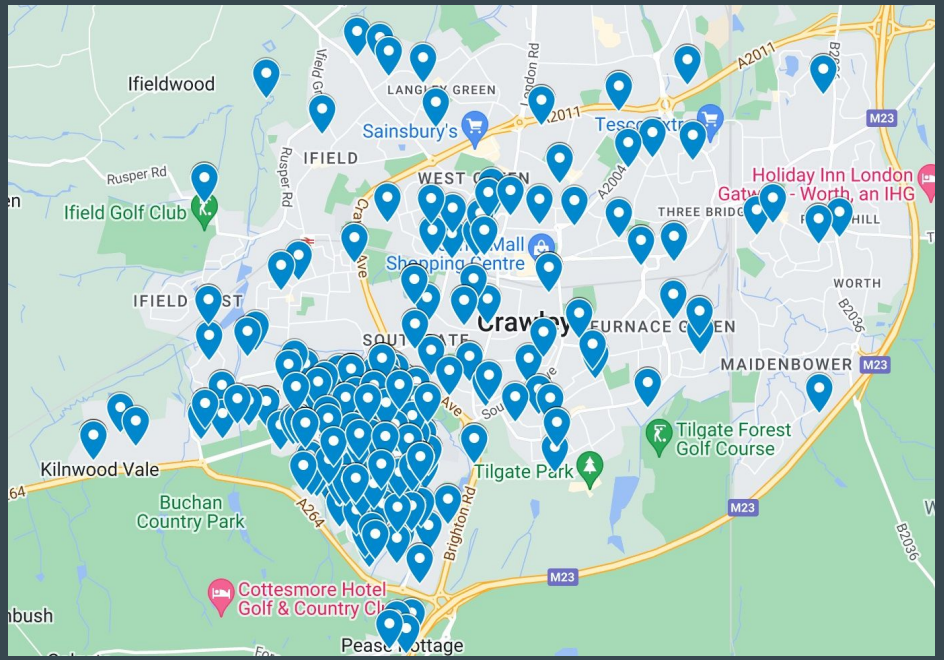
April to September 2023

Quarter 1 (April to June 2023)

Creative Playground Events:

- 14 activities/ events
- 1541 audience members & participants
- Green & Purple forms - email addresses, postcodes, 3 words, TOC values

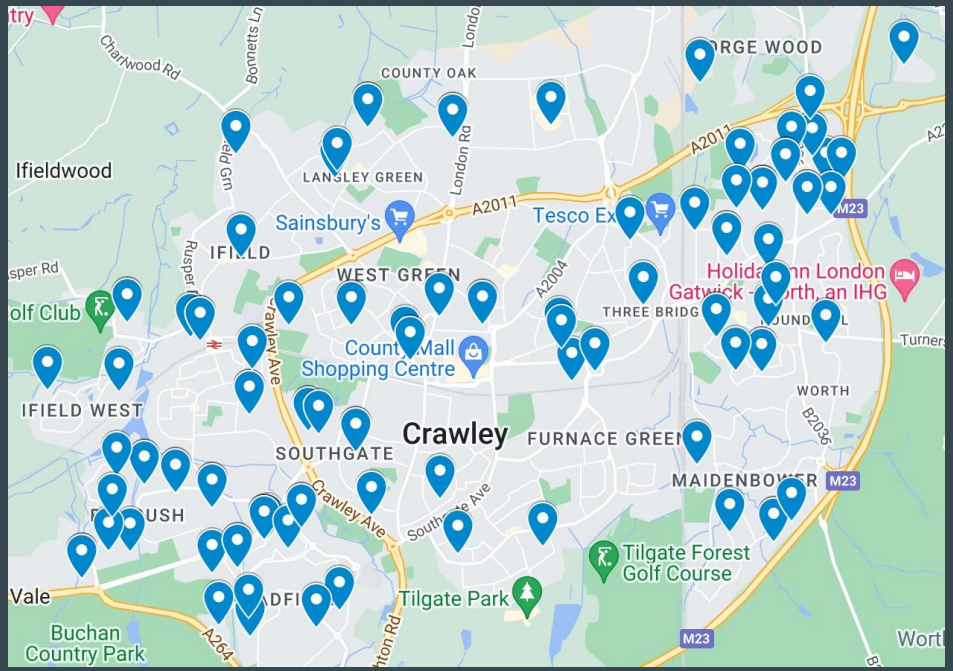


Postcodes are mapped online

Quarter 2 (July to Sept 2023)

Creative Playground Events:

- 27 activities/ events
- 2326 audience members & participants
- Green forms - email addresses, postcodes, TOC values



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Quarters 1 & 2

Response Rates

- 116 Purple Forms (name, age, postcode, how did you hear about CP, three words)
- 366 Green Forms (name, age, ethnicity, postcode, how did you hear about CP, TOC values)
- Approx 23% of audiences (including data from Seymour Primary School)

Quarters 1 & 2

Key Demographic findings

Of the respondents:

- 51% White (50% White British) - 22 respondents
- 80% under 15 - includes 792 school pupils
- Of the remainder, there was a relatively smooth distribution of age:
  - 11% were in their 30s
  - 11% were in their 40s
  - 9% were in their 20s
  - 5% were in their 50s

Quarter 1 (April to June 2023)

Key Words

Quarters 1 & 2

Theory of Change values

330 responses using Likert scales

Statement	Median response	IQR
Q1: I am proud to be connected to Crawley	'Agree' 4 (max = 5/ min = 1)	1
Q2: Everyone is welcome here	'Strongly Agree' 5 (max = 5/ min = 2)	1
Q3: All things are possible in this town	'Agree' 4 (max = 5/ min = 1)	2
Q4: Creativity is part of daily life here	'Agree' 4 (max = 5/ min = 1)	2

Quarters 1 & 2

Summary & Questions Raised

Quantitative

- Meeting target age range of young people
- Not enough data for robust demographic analysis
- Postcode analysis may yield more results

Qualitative

- Positive feedback to events in the moment
- Positive responses/ engagement with TOC values

Quarters 1 & 2

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Qualitative

- Positive feedback to events in the moment (how can this become more useful?)
- Positive responses/ engagement with TOC values (what do people think we want them to say?/ how easy are the statements to understand?)

2. What did we find out?

October to December 2023

Quarter 3 (October to December 2023)

Creative Playground Events:

- 34 activities/ events
- 701 audience members & participants
- Online surveys using Culture Counts

Postcodes are mapped online

Quarter 3

Response Rates

Impact and Insight surveys

- Staff surveys filled out 24 times across 7 projects
- Audience and participant surveys completed by 48 audience members across 7 projects (of a total of 245 people who were sent the surveys) (20%)

Data Monitoring

- 24 Illuminate compliant surveys filled out, following 4 events (of 120 audience members who were sent the survey/ 362 audience members in the period in total) (19% of survey recipients)

Quarter 3

Key Demographic findings

24 respondents from the following events:

- Free Fridays - 2 events on 13/10 & 27/10
- Mural Playmakers Meetings - 2 events on 18/10 & 14/11
- Crawley Cooks at Bewbush Free Shop
- Second Hand Dance performance at The Hawth

Of the 24 respondents:

- 80% White British
- 35% (8 ppl) identify as neurodivergent
- Most were in their 30s or 40s:
    - 42% (9 ppl) aged 30-39, all of whom came with children
    - 38% (8 ppl) aged 40-49, all but one of whom came with children

Quarter 3

Key Quantitative findings

Of the 23 respondents:

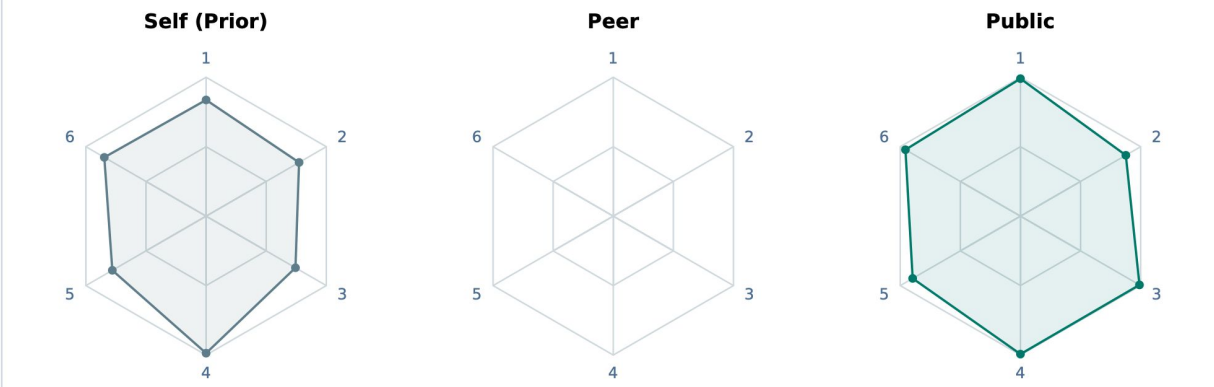
- 56% (12 ppl) were attending a Creative Playground event for the first time
- 35% (8 ppl) were attending an arts or cultural event for the first time
  "How often do you attend or participate in arts and culture experiences?"
  - 5 people attending the Crawley Cooks at Bewbush Freeshop (16 total audience)
  - 2 people attending Second Hand Dance (52 total audience)
  - 1 person attending a Mural Playmakers meeting (15 total audience)

Quarter 3 (October to December 2023) *Sample Impact & Insight*

Impact & Insight

- Audience/ participant experiences match or exceed staff expectations

- Self (prior) surveys are essential



Shared Dimensions

1. **Cultural Contribution:** It provides an important addition to the cultural life of the area
2. **Distinctiveness:** It was different from things I've experienced before
3. **Enthusiasm:** I would come to something like this again
4. **Local Impact:** It's important that it's happening here
5. **Relevance:** It had something to say about modern society
6. **Rigour:** It was well thought through and put together

Combined Free Fridays October 2023

Quarter 3 (October to December 2023) *Sample Impact & Insight*

Impact & Insight - audience comments: question added by Pav

E.g. Second Hand Dance:

"More"

"Enjoyed watching daughter enjoy her experience and I enjoyed it. Felt relaxed."

"Well organised (the logistics of pram parking to colour coding shoes was fantastic), the performance and routine was super exciting. I have been to a few events centred around babies and they have been on the underwhelming side whereas this one was really good and I would pay to do it again."

Seven Impact & Insight Reports are saved online

Quarter 3 (October to December 2023) *Sample Impact & Insight*

Impact & Insight - audience comments: question added by Pav

E.g. Second Hand Dance:

"*More*" (Retired male, visits art 6 x a year)

"Enjoyed watching daughter enjoy her experience and I enjoyed it. Felt relaxed."

"Well organised (the logistics of pram parking to colour coding shoes was fantastic), the performance and routine was super exciting. I have been to a few events centred around babies and they have been on the underwhelming side whereas this one was really good and I would pay to do it again." (Female/ 2 to 3 x a year)

Seven Impact & Insight Reports are saved online

Quarter 3

Summary & Questions Raised

Quantitative

- Meeting target age range of young people
- Reaching people who do not regularly engage with the arts
- Postcode analysis may yield more results

Qualitative

- Audience experience exceeds staff expectations
- Informative feedback

Quarter 3

Summary & Questions Raised

Quantitative

- Meeting target age range of young people
- Reaching people who do not regularly engage with the arts
- Postcode analysis may yield more results

How can we meet Illuminate target sample sizes?

Qualitative

- Audience experience exceeds staff expectations
- Informative feedback

Do we want to continue with the toolkit?

How can we enrich this data?

How do we make sure feedback reaches staff?

3. Discussion

Discussion - what have we achieved?

Across: 75 events & 4597 audience members/ participants

- 482 printed forms (Qs 1 & 2)
- 72 online surveys (incl. 24 staff) (Q3)

Met all ACE requirements for:

- Quarterly submissions for data monitoring (up to Q3)
- Annual Impact & Insights evaluations (not yet submitted)

Responded to a fast-changing environment

Discussion - what have we learnt?

- What do we want to change/ what have been the challenges so far?
  - For staff
  - For audiences & participants?

- What else do we **need** to find out?

- What else do we **know**, that isn't being recorded here?

- How do we share information
  - Internally
  - Externally

4. What next?