



RAPID REVIEW OF EVALUATIONS AND EVALUATIVE STUDIES OF CULTURAL AND HERITAGE SECTOR ACTIVITY IN THE WEST MIDLANDS

This review of West Midlands-focussed cultural and heritage sector evaluations by City Regional Economic and Development Institute (City-REDI) was completed in December 2021 to establish a baseline of best practice and recommendations for the sector as a whole and draws on a range of open access publicly available documents.

Joanne Mills February 2022

Acknowledgements

Gratitude is extended to Salla Virman (West Midlands Combined Authority - WMCA), David Furmage (Greater Birmingham and Solihull Local Enterprise Partnership) and the ACE Research Team, who provided support in the collation of source material.

SUMMARY

The purpose of this report is to summarise a rapid review of evaluations and evaluative studies of cultural and heritage sector activity in the West Midlands. It is intended that this document will both form a basis for further work in the field, and provide an accessible source of interventions that have occurred within the region.

While direct comparison between the evaluation studies proved difficult due to the range of topics and purposes of the source material, it has been possible to compile a list of findings, recommendations and conclusions detailing good practices for the cultural and heritage sectors.

Most projects and evaluations reviewed received funding from Arts Council England (ACE), while other funders also contributed to the activities being undertaken – see Figure 1.

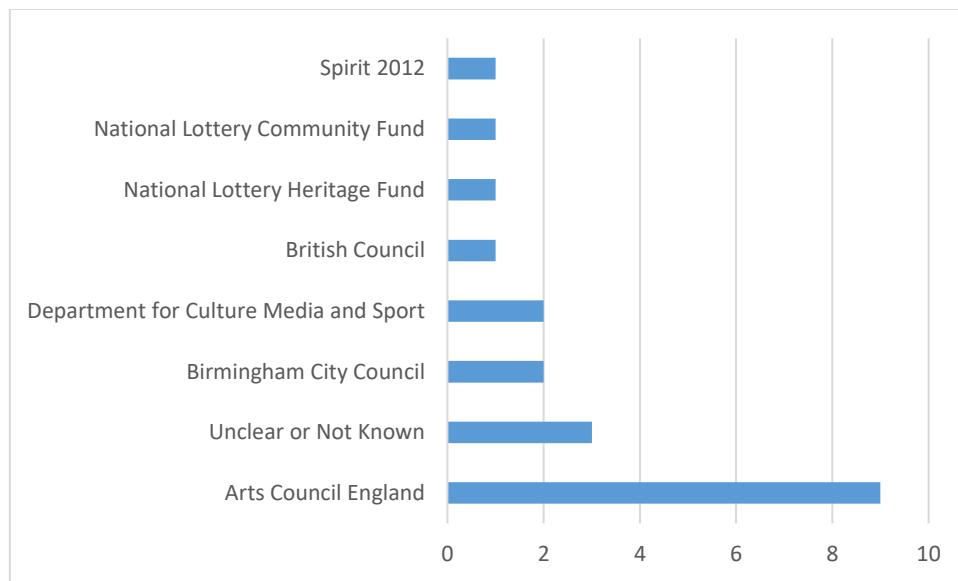


FIGURE 1 FUNDERS OF REVIEWED PROJECTS AND EVALUATIONS¹

Evaluated activity in the sample of evaluations reviewed included:

- Individual advice
- Group training and projects
- Strategy
- Peer support
- Sharing best practice
- Grants and match funding
- Sector analysis
- Regional analysis and mapping
- Audience engagement
- Delivery of events²
- Information sharing (e.g. through websites)³

¹ Data located in Appendix D, Table D1.

² Through funded projects

³ Through funded projects

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METHODOLOGY

53 publicly accessible projects and evaluations were considered for inclusion in this study relevant to the West Midlands region (see Appendix A). These were identified through an internet search⁴, and supplemented by recommendations from experts working in the sector. The search for relevant studies was conducted between October and November 2021. From these, 14 reports were shortlisted (see Appendix B). Data was extracted using a dedicated template (see Appendix C).

FINDINGS

The review focused on studies published in last three years, and which focused solely on the West Midlands, or included relevant data on the region within the report. This was based on a pragmatic decision to reduce the volume of studies to be reviewed in a relatively short period and have greater relevance in terms of current policies.

Period of publication and geography

Figures 1 and 2 illustrate the date range and geographical focus of the shortlisted publications.

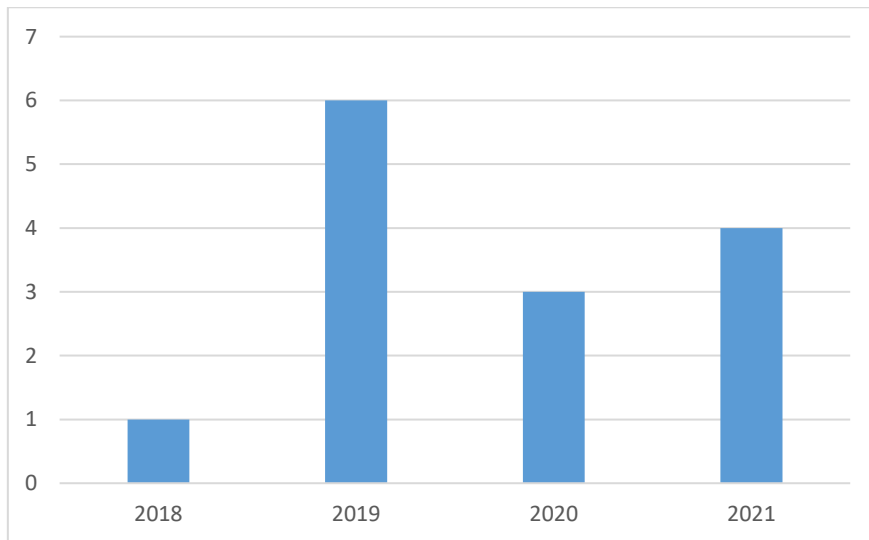


FIGURE 2: PROJECTS AND REPORTS BY PUBLICATION DATE⁵

⁴ In this case, Google.

⁵ Data located in Appendix D, Table D2.

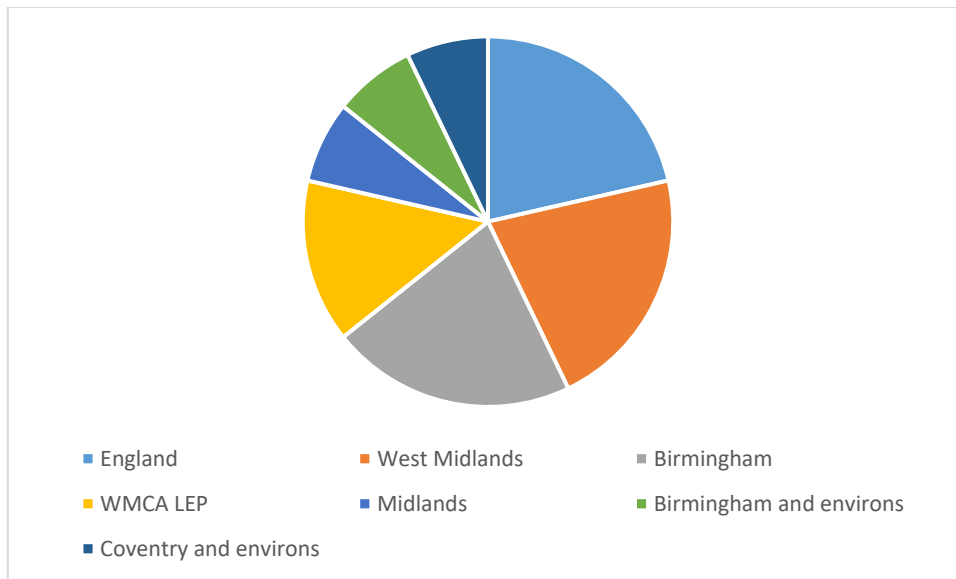


FIGURE 3 PROJECTS AND REPORTS BY REGION⁶

Evaluation study design

All evaluations reviewed employed a mixed methods evaluation methodology as appropriate for the sector. The most frequently employed methods of data collection are shown below (Figure 3).

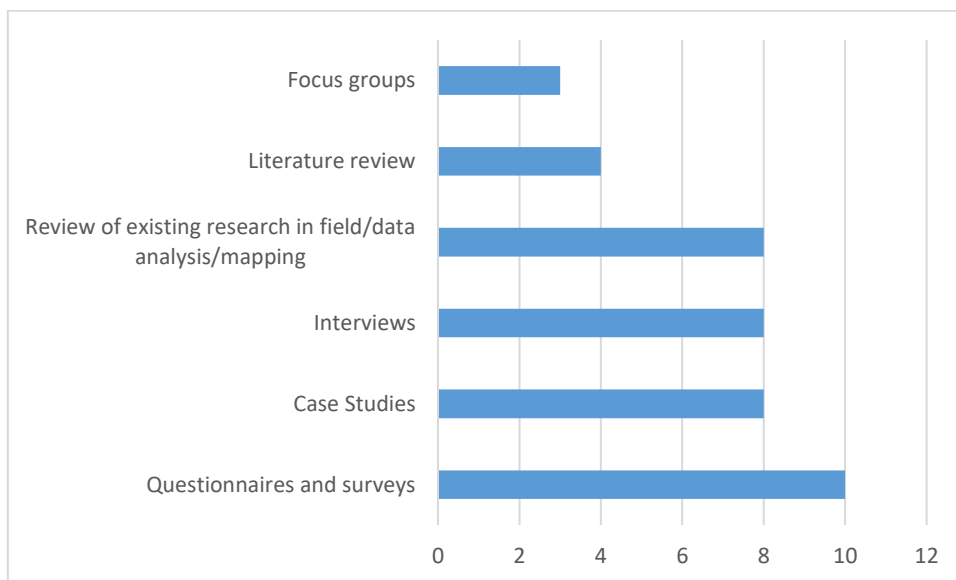


FIGURE 4: MOST FREQUENT METHODS OF EVALUATION⁷

⁶ Data located in Appendix D, Table 4. ‘Coventry and environs’ refers to the area covered by ER-LL03 – the sixth progress report of Coventry as the 2021 City of Culture, which while predominantly focusing on activity in Coventry, also refers to artists and freelancers from Warwickshire and the wider West Midlands. ‘Birmingham and environs’ refers to the area covered by ER-LL09 - which includes a review of a pilot scheme between Film Birmingham (Birmingham City Council’s Film and Television Office) and Greater Birmingham and Solihull Local Enterprise Partnership.

⁷ Data located in Appendix D, Table D4.

Other, although less commonly mentioned, methods of data collection and evaluation approaches included: internal monitoring, context mapping, participatory research, observation, ethnography, formation of advisory groups, workshops and other events, consultations, Theory of Change design and reports.

ANALYSIS

The key findings from this review can be broadly grouped into four themes: the role and relevance of culture, issues facing the sector, value of interventions to arts professionals and organisations, and barriers to community engagement. Reference numbers in brackets refer to individual studies included in the review.

A. ROLE AND RELEVANCE OF CULTURE

- While there is a move towards delivery, attention needs to remain on impact and outcomes (ER-LL03).
- Galleries and heritage sites are seen as ‘safe’ spaces where difficult topics can and should be discussed (ER-LL02). To facilitate this, there is a need for specific training for staff and volunteers to equip them for this role.

B. ISSUES FACING THE SECTOR

- The region contains nationally significant concentrations of culture, and the region’s cultural sector is an important economic entity, yet is under-recorded in published data (ER-LL07).
- Prior to the pandemic, the sector was growing strongly but has been hit extremely hard by the restrictions (ER-LL07).

According to all the available sources of data on cultural engagement, the West Midlands has a lower level of cultural engagement than the national average, strongly correlated with educational achievement levels and socio-demographic profiles (ER-LL08). It should be noted that this data has arisen primarily from within evaluations of publicly funded arts and culture.

C. VALUE OF INTERVENTIONS TO ARTS PROFESSIONALS AND ORGANISATIONS

- The projects evaluated have provided a valuable career development opportunity for emerging arts practitioners (ER-LL05).
- There is currently an underrepresentation of diverse groups within the workforces of the cultural and creative industries in the Midlands (ER-LL06 and ER-LL07). Many of the barriers to career development experienced by Black and Minority Ethnic (BAME) arts practitioners are societal and deeply-entrenched, however there is strong evidence of the importance of mentoring and role models in the career progression of BAME arts practitioners (ER-LL05).
- Strengthened networks can help by sharing expertise and advocacy (ER-LL06).
- Seeking and securing private income takes time (ER-LL13). A clear pathway would help organisations to enable them to secure private income. Additionally, organisations would benefit from:

- Creating a strong mission and vision and case for support
- Establishing a fundraising strategy with clear objectives
- Developing fit-for-purpose governance
- Engaging the entire organisation, including organising away days and internal meetings with all parties involved (e.g. Finance team, Boards)
- Investing in training at all levels (e.g. front of house/Board training)
- Recruiting and hiring new members of staff or Board Members with fundraising skills
- Accessing external expertise (e.g. conferences/consultants)
- When relevant, developing membership schemes and CRM
- Undertaking donor research and cultivating relationships before making the ask.

(all ER-LL13)

D. BARRIERS TO COMMUNITY ENGAGEMENT

- The sector is beneficial to social wellbeing (ER-LL03 and ER-LL07). Consequently, there is a need to reach and include those with lower levels of mental wellbeing (ER-LL03).
- There is a need to reach communities with low engagement with the arts, in particularly those from ethnic minorities. For such groups, the arts provide a sense of cultural continuity – however the dominant images of the arts do not reflect their interests (and are seen as elitist) (ER-LL10).

SYNTHESIS OF KEY RECOMMENDATIONS ACROSS REPORTS REVIEWED

The key recommendations from the reports under review can be grouped into the following three themes: innovation and improvement within the regional sector and beyond, engaging audiences, and the development of accessible resources which can be seen to have implications across the regional sector. Finally, this report makes some recommendations of work which could be undertaken to follow on from this review within order to potentially inform future initiatives.

Innovation and improvement within the regional sector and beyond

- Innovation should be shared and sustained throughout the cultural and heritage sectors, both nationally and internationally (ER-LL01).
- Programmes and organisations should be challenged and encouraged to be innovative, and should proactively work to continue this practice (ER-LL01).
- Access to nationally comparable data would enable more effective evidencing of the impact of the regional heritage sector (ER-LL01).
- Directories should be established and used to strengthen networks, to work together to address challenges. These should include freelancers and micro-enterprises in the sector (ER-LL06 and ER-LL07).
- Regular surveys capturing the value of cultural tourism, and assessments of the role and value of individual regional cultural institutions, would be beneficial to capture key information on their operations, economic impact, social value and future issues/support needs. These surveys could be used to investigate diversity in the sector, and future surveys would then be well placed to assess the impacts of COVID and Brexit on the sector (ER-LL07).

- Research on the role of cultural infrastructure in shaping, animating and rejuvenating places, structures and streetscapes should be commissioned. Similarly, research exploring the intersection between technology software, infrastructure and hardware (such as websites, location-based apps, Wi-Fi hot-spots, kiosks and beacons) (ER-LL07).
- The Cultural Infrastructure Map should be used as a ‘live’ resource which is updated and improved regularly (ER-LL07).
- Report ER-LL12 recommends that visitor economy policy makers⁸ should design interventions that bring quick wins as well as longer term benefits; create opportunities to learn from the culture sector; build strategic partnerships between cultural and tourism partners; encourage learning between local partnerships; support partnership creation in localities where they are not active; lever economic impact from areas where partnerships are well established; require consistent, robust, and regular output reporting from the outset; build evaluation in from the start to facilitate programme-level learning; and invest to capture visitor number data consistently and routinely.
- Programme design should include methods to quantify the employment and Gross Value Added (GVA) impacts within the cultural and creative sectors. Programmes should incorporate ‘resiliency support’ to help artists develop their business confidence (ER-LL14).
- Business support programmes should focus their efforts on the ‘start-up’ phase of business development (rather than the ‘scale up’ phase). Business support programmes within culture and creative sectors should also include Local Authorities, Higher Education Institutions and Further Education Institutions, forward-thinking arts and cultural organisations, social and community bodies (ER-LL14).
- ACE should build awareness of the relative longer-term economic potential of the cultural and creative sectors in regions where LEPs have not included these sectors among their priority economic sectors (ER-LL14)
- Use of physical hubs and human networks should be integral to ‘resiliency support’; and grantees that manage business support programmes should be encouraged to staff projects by assigning existing employees rather than recruiting dedicated staff (ER-LL14)
- Projects should incorporate a high degree of responsiveness in order to mitigate need for multi-year resource reallocation; and micro-grants should be permitted so small organisations can afford outlays or beneficiaries can more readily achieve match-funding requirements (ER-LL14).
- Business support should be available outside 9-5 workday; and funded consortia should include at least one long-standing social/community-level body to ensure inclusivity and that programmes reach socially and economically at-risk beneficiaries (ER-LL14)
- Engagement of organisations familiar with monitoring and evaluation can help ensure that assessment and evaluation is embedded within design and operation of programme; and ACE should embed legacy monitoring of beneficiaries into its programmes to measure long-term impacts (ER-LL14)

⁸ As well as ACE and Visit England

Engaging audiences

- Policies, practices and ethnic monitoring should cater for the needs of the communities within the region, particularly those from ethnic minorities.⁹ Underrepresentation of diverse communities within audiences, employees and decision makers within the sector should be addressed. Additionally, all arts sector staff should be supported to learn about the culture and religions of the communities which they work within (ER-LL10)¹⁰
- Young people should be engaged in the context of their own world-views, needs, motivations, expectations and desired outcomes (ER-LL04)
- Costs in terms of time and money were recognised barriers to arts attendance, in particular for communities from minority ethnic backgrounds, as was a lack of information – however, people were willing to make time and spend money on activities they were committed to (ER-LL10 and ER-LL11). Ways of resolving these issues could include different models of provision (particularly for communities and individuals unable to pay), and a diverse workforce representative of the people that it serves – to help ensure that the interests of all groups are considered in the decision making and the policy making process (ER-LL10).

Development of accessible resources

- Event and programme resources should be easily accessible and promoted on the appropriate website, to ensure maximum legacy (ER-LL01).
- Resources (and the discussions which are framed around them) should be developed for the target audience groups (ER-LL02).

DISCUSSION

While the long-term impacts of the reviewed programmes and evaluations are still to be determined, particularly in relation to the economic effects of the pandemic, Brexit, and investment, interventions to support the cultural sector is shown to have strong impacts in four areas:

TABLE 1 IMPACTS ON SECTOR

Impact	Description
Health	Mental Wellbeing
Culture	Improving access to culture Engagement with culture Tangible legacy ¹¹
Economy	Visitors to the region Indirect effects ¹²
Society	Positive experiences Audience focused promotion and activity

⁹ Report ER-LL10 stated that 61% of questionnaire respondents agreed/strongly agreed that Birmingham Arts organisations should not be funded if they do not cater for the Pakistani community.

¹⁰ It should be noted that Transforming Narratives engages Pakistani, Bangladeshi and Kashmiri women at a strategic level, creates opportunities for local women to develop artistic and creative talent, and provides funding and capacity building to support the development of art and cultural organisations. Its programme is driven by the interests and topics of relevance to its audience (see ER-LL11).

¹¹ Through, for example, art installations, continuation of projects, skills development, access to equipment, technology and expertise.

¹² Indirect benefits include business growth and stability, and the ability to launch and develop new products or services. To a lesser extent there is also an effect on job creation and the ability to secure additional funding.

One report (ER-LL01) noted that audience development activities are effective in encouraging organisations to consider hidden disabilities. Programmes also have the potential to inform policy and strategy development for the sector, such as recruitment and training policies (for example guidance notes for arts and culture sector professionals when proposing ‘challenging conversations’), as well as further funding applications.

Programmes should respond to the needs of individual organisations, and ensure that audience engagement activities are developed with an understanding of both local communities and visitors.

The shortlisted programmes and evaluations have gone on to have an effect on the region and its communities – with some evidence of:

- continued funding (ER-LL05)
- installation of artworks (ER-LL05)
- support networks (ER-LL05)
- being reflected in cultural policies, workforce development and EDI (ER-LL01 and ER-LL05) – although all are ongoing topics to be addressed
- highlighting areas for training and support (ER-LL02) - e.g. in having ‘challenging conversations’ with visitors

SUGGESTED GOOD PRACTICE GUIDELINES FOR EVALUATIONS OF CULTURE AND HERITAGE SECTOR

From considering all fourteen shortlisted programmes/evaluations, the following examples of best practice within reporting have been identified:

- Evaluations should ideally be undertaken by independent and objective professionals external to the region
- The introduction should clearly state the aims and objectives of the report, and detail the methods used. It should also include consideration of confidentiality and transparency (for example, anonymising quotes)
- Reports should include detailed context and background to the programme or evaluation (the who, why, how, where and when) – especially if this would be of wider use within the sector, for example:
 - the profile of West Midlands (WM) and the implications for cultural engagement within the region would allow for the development of further programmes and interventions to serve the needs of its diverse inhabitants (including South East Asian communities)
 - the Cultural Place Profiler
 - the political landscape of the screen sector
 - the findings of the West Midlands Development Museum programme would potentially be useful within the wider cultural sector, as well as nationally - as would the consideration of ‘Challenging Conversations’
- Where possible, the report should be visual and easy to follow (for example, tables are useful for comparing information)

- Definitions of key terms are helpful
- The conclusions should include further steps to allow the delivery organisation or commissioner to act on the findings and recommendations
- Appendices can be used to include supporting information (for example, results of surveys), as well as suitable resources which could help organisations build on recommendations

RECOMMENDATIONS

- A follow up series of scoping reviews post-COVID may be useful to present a more updated view of the sector
- A programme of following up on recommendations across the sector should be developed in order to determine impact,
- Findings from the evaluations and programmes should be disseminated to the wider sector (including those supporting smaller organisations)
- There should be a focus on strengthening communities and addressing their particular needs and concerns directly through the arts, culture and heritage, and a recognition of the value of arts and culture in region?

FUNDING STATEMENT

This work was undertaken by WMREDI consortium Evaluation Lab. WMREDI is funded by Research England Development Grant with matched contributions from consortium members.

APPENDIX A – EXCLUDED EVALUATION STUDIES

- Money Matters: The Economic Value of Museums
<https://www.earthenlamp.com/wp-content/uploads/2018/08/Money-Matters-NEMO.pdf>
- Realities and impacts of museum-university partnerships in England
https://www.publicengagement.ac.uk/sites/default/files/publication/mupi_literature_review_and_research_report.pdf
- Connecting Communities through Culture Year 2 Evaluation
https://www.birmingham.gov.uk/download/downloads/id/8655/connecting_communities_through_culture_-_evaluation_report.pdf
- Evaluation of the Cultural Citizens Programme pilot: Site reports
https://www.artscouncil.org.uk/sites/default/files/download-file/CCP_SiteReports_NOV17.pdf
- Understanding the value of arts & culture: The Arts and Humanities Research Council (AHRC) Cultural Value Project
<https://ahrc.ukri.org/documents/publications/cultural-value-project-final-report/>
- Arts Council Strategy 2020-2030
<https://www.artscouncil.org.uk/lets-create/strategy-2020-2030>
- A toolkit for Smarter Cultural Investments
<https://www.culturecentral.co.uk/wp-content/uploads/2019/11/GBSLEP-CULTURAL-REPORT.pdf>
- National Centre for Arts and Cultural Exchange (NCACE) Arts Professional Survey: snapshot
<https://ncace.ac.uk/wp-content/uploads/2021/04/NCACE-Arts-Professional-Survey-Snapshot.pdf>
- Evidence Summary for Policy: The role of arts in improving health & wellbeing
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/929773/DCMS_report_April_2020_finalx_1_.pdf
- Heritage and wellbeing: The impact of historic places and assets on community wellbeing - a scoping review
<https://whatworkswellbeing.org/wp-content/uploads/2020/01/Heritage-scoping-review-March-2019.pdf>
- Making connections: An evaluation of the Freelance Task Force initiative
<https://www.culturehive.co.uk/wp-content/uploads/2021/03/Freelance-Task-Force-2020-Evaluation-Final-Report.pdf>
- Arts Council England Environmental Report 2012/13
<https://juliesbicycle.com/resource-acereport201213/>
- Culture: The Missing Link to Climate Action Summary Report
<https://juliesbicycle.com/wp-content/uploads/2021/10/Climate-Connection-Report.pdf>
- Culture, Climate and Environmental Responsibility: Annual Report 2019 – 20
<https://juliesbicycle.com/wp-content/uploads/2021/09/ACE-JB-annual-report-2019-20.pdf>
- Sustaining Great Art and Culture Environmental Report 2018/19
<https://juliesbicycle.com/wp-content/uploads/2020/01/ACE-environmental-report-1819.pdf>
- Cultural Impact Study: The impact of the arts in Birmingham
<https://www.culturehive.co.uk/wp-content/uploads/2020/10/Cultural-Impact-Study1-1.pdf>
- Festivals Mean Business 3 A Survey of Arts Festivals in the UK
<https://www.efa-aef.eu/media/12304-fmb3reportfinal3may2008-british-arts-festival-association.pdf>
- Digital R&D Fund for the Arts: Participants two years on
<https://www.artscouncil.org.uk/publication/digital-rd-fund-arts-participants-two-years>
- Digital hybridity: a deep dive from our Covid-19 participation monitor
<https://www.theaudienceagency.org/evidence/covid-19-cultural-participation-monitor/digital-hybridity>

- Wellbeing through Covid: a deep dive from our Covid-19 Participation Monitor
<https://www.theaudienceagency.org/evidence/covid-19-cultural-participation-monitor/health-and-wellbeing/wellbeing>
- Creative Health: The Arts for Health and Wellbeing
https://www.culturehealthandwellbeing.org.uk/appg-inquiry/Publications/Creative_Health_Inquiry_Report_2017_-_Second_Edition.pdf
- Creative Industries Full Evidence Slides
<https://gbslep.co.uk/upload/files/reports/West-Midlands-Creative-Industries-STATS-2019.pdf>
- Towards Cultural Co-design: Evaluation Report
https://www.birmingham.gov.uk/downloads/file/8656/towards_cultural_co-design_-_evaluation_report
- Cultural Value Scoping Project
<https://ahrc.ukri.org/documents/project-reports-and-reviews/cultural-value-scoping-project/>
- Creative Radar 2021: The impact of COVID-19 on the UK's creative industries
<https://www.pec.ac.uk/assets/publications/Creative-Radar-2021-The-Impact-of-Covid-19-on-the-Creative-Industries-PEC-July-2021.pdf>
- Cultural brokerage and Creative Clusters: Future Screens NI and levelling-up in a pandemic environment
<https://www.pec.ac.uk/assets/publications/Cultural-Brokerage-And-Creative-Clusters-PEC-Report-July-2021.pdf>
- Make Change Pilot Project Evaluation Report
<https://www.culturehive.co.uk/wp-content/uploads/2021/06/IdeasTest-MAKE-CHANGE-Report-Elizabeth-Lynch-010421.pdf>
- Evidence Summary for Policy: The role of arts in improving health and wellbeing: Report to the Department for Digital, Culture, Media & Sport
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/929773/DCMS_report_April_2020_finalx_1_.pdf
- The Contribution of the Arts and Culture to The Economy: Report for Arts Council England
https://www.earthenlamp.com/wp-content/uploads/2019/04/Economic-impact-of-arts-and-culture-on-the-national-economy-FINAL_0_0.pdf
- Arts Council England and Heritage Lottery Fund Great Place Programme Evaluation (England) Year Two Report
<https://www.artscouncil.org.uk/sites/default/files/download-file/191101%20Great%20Place%20Year%202%20Evaluation%20Report%20Final%20Draft%20%28ACE%20NLHF%20project%20comments%29.pdf>
- Review of the Cultural Compacts Initiative: Final Report
https://www.artscouncil.org.uk/sites/default/files/download-file/201102_Compacts_Report%20_031220_0.pdf
- Celebrating Age Evaluation: Interim Report
<https://www.artscouncil.org.uk/publication/celebrating-age-evaluation-interim-report-june-2020>
- Creative People and Places National Evidence Review and Evaluation Report
https://www.creativepeopleplaces.org.uk/sites/default/files/CPPEvidenceReviewandEvaluationReport2016_19_0.pdf
- Heritage, Health and Wellbeing: A Heritage Alliance Report
https://www.theheritagealliance.org.uk/wp-content/uploads/2020/10/Heritage-Alliance-AnnualReport_2020_Online.pdf
- Successful town centres: Developing effective strategies
<https://great-british-high-street.s3.eu-west-2.amazonaws.com/website-assets/pdf/Successful-Town-Centres.pdf>

- Coventry UK City of Culture: Performance Measurement and Evaluation Strategy: V2 01/20
https://www.coventry.ac.uk/globalassets/media/global/city-of-culture/monitoring--evaluation/city-of-culture_pme-strategy_jan20.pdf
- The Prince's Trust Tesco Youth Index report
<https://www.princes-trust.org.uk/about-the-trust/research-policies-reports/youth-index-2021>
- High Streets Data Service
<https://data.london.gov.uk/high-street-data-service/>
- Arts and Placeshaping: Evidence Review
<https://www.artscouncil.org.uk/sites/default/files/download-file/placemaking%20wavehill.pdf>

APPENDIX B – SHORTLISTED PROJECTS AND EVALUATIONS

Please note – Commissioners may not be funders (direct vs indirect funding)

* denotes where reports didn't explicitly give this information

Reference	Programme/Report	Published	Evaluation Period	Region	Delivered by	Funded by	Evaluated by
ER-LL01	West Midlands Museum Development Programme 2018-19	Jul-19	2018-19	Birmingham and the Black Country, Herefordshire, Staffordshire, Shropshire, Warwickshire, and Worcestershire.	Ironbridge Gorge Museum Trust	Supported by Arts Council England	Wootton George Consulting
ER-LL02	Challenging Conversations: Teaching challenging and difficult subjects to children and young people in Galleries, Museums and Heritage Sites.	May-19	Unclear*	West Midlands	Arts Connect; Heritage Education Leaders Group West Midlands (HELGWM)	Arts Council England	A Merrie Noyse Music and Heritage Consultants
ER-LL03	Coventry UK City of Culture (CoC) 2021 (Progress Report 6)	Oct-21	April - June 2021	Coventry (and environs) ¹³	Various - through Coventry City of Culture Trust	Various e.g. British Council, National Lottery Community Fund, Spirit 2012, National Lottery Heritage Fund	Core Monitoring and Evaluation Team – comprised of representatives from the University of Warwick, Coventry University, Coventry City of Culture Trust, Coventry City Council - MB Associates - AMION Consulting

¹³ Coventry, Warwickshire and West Midlands

ER-LL04	Young People's Cultural Journeys	Jun-18	Unclear*	West Midlands	Arts Connect	Unclear*	Morris Hargreaves McIntyre and 'We are Frilly'
ER-LL05	BAME Arts Development Programme	Apr-19	2016 – 2019	Birmingham	Unspecified	Birmingham City Council and Arts Council England	BCU Monitoring and Evaluation Lab
ER-LL06	Midlands Music Research and Consultation	Jul-19	Unclear*	East and West Midlands	N/A	Arts Council England	BOP Consulting, Birmingham Music Archive and Signifier
ER-LL07	West Midlands Cultural Sector Analysis For further details about the wider research programme click here .	Jun-21	Unclear*	WMCA Local Enterprise Partnership (LEP) areas; Greater Birmingham & Solihull LEP, Black Country Consortium and Coventry & Warwickshire LEP	N/A	WMCA, Birmingham 2022 Commonwealth Games, Coventry City of Culture Trust, Birmingham City Council, GBSLEP, Culture Centre, WMGC, Arts Council England; Department for Digital, Culture, Media and Sport	Hatch; We Made That; Tom Fleming Creative Consultancy
ER-LL08	Identity, Confidence, Connection: Rethinking audience engagement for arts & culture in the West Midlands	Jun-21	Unclear*	Birmingham, WMCA, Wider WMCA area	N/A	Arts Council England and the Department for Digital, Culture, Media and Sport	Indigo-Ltd - With support from: Baker Richards, and Mel Larsen & Associates
ER-LL09	Film Birmingham Regional Film Office Business Models Report	Oct-20	March – June/July 2020	Birmingham and environs ¹⁴	Film Birmingham	BCC affiliated (GBSLEP funded 2019-2020 pilot)	Film Culture
ER-LL10	The Arts & Cultural Needs of Birmingham's Pakistani	Jun-19	N/A	Birmingham	Transforming Narratives	N/A	Kalaboration Arts

¹⁴ Predominantly Birmingham, but ultimately the wider West Midlands

	Communities Research Report						
ER-LL11	From the Margins to the Mainstream: Capturing Women's Voices in Inter-cultural Dialogue	Jun-19	N/A	Birmingham	Transforming Narratives	N/A	Musurut Dar
ER-LL12	Cultural Destinations Fund (Phase 2) Final Evaluation	Jun-21	2017- 2021	England (Inc. Birmingham)	Various	Arts Council England (and others dependent on project)	SQW
ER-LL13	Catalyst: Evolve	Jul-20	October 2016 to June 2020	England (Inc. Midlands)	Catalyst	Arts Council England	BOP Consulting
ER-LL14	Creative Local Growth Fund	Dec-20	Unclear*	England (Inc. West Midlands)	Arts Council England	Arts Council England, match funding and other cash funding	Nordicity and Saffery Champness LLP

APPENDIX C – BLANK DATA EXTRACTION TEMPLATE

This template will enable the systematic review of existing evaluations within the public domain for the West Midlands region, and will lead to the development of:

- 1) A summary table of (approximately 30) long listed evaluations, identifying basic information on each (for example, name, delivery, time, accessible format).
- 2) A table identifying the (approximately 12) short listed evaluations identified for review, detailing selection criteria (to be determined – for example: spend, region or delivery method) and the common ground between all approaches surveyed. It is intended that this review will include a range of interventions.
- 3) A synthesised report extracting relevant information (with the exact format to be confirmed, but likely incorporating summary tables showing data by funder and organisation)

It is intended that this information will remain in the public domain so that it may be added to by others.

1. Programme		
a) Name of Programme		
b) Funder/Funding Stream		
c) Delivery Organisation		
d) Key Stakeholders		
e) Brief Description	i) Aims	
	ii) Beneficiaries	
	iii) Geography	
	iv) Design / Methods	
f) Period programme/project was in place		

2. Evaluation		
a) Date published		
b) Period covered by evaluation		
c) Evaluators		
d) Evaluation methodology / approach (tick all that apply)	Case (study) based	
	Configurational	
	Counterfactual	
	Experimental	
	Generative causation	
	Mapping	
	Modelling	
	Participatory	
	Predictive	
	Quasi-experimental	
	Statistical association	
	Synthesis	
Theory based		
Other (specify)		
e) Overview of approach	<i>(Copy methodology section)</i>	

3. Findings from the Programme/Intervention		
a) Key Learning points	<i>(findings/recommendations)</i>	
b) Impact Evaluation		
c) Value for money assessment (if any)		

4. Strengths/Benefits of the Methodology/Evaluation

a) As reported by evaluators

b) Own observations

5. Weaknesses/Limitations of the Methodology/Evaluation

a) As reported by evaluators

b) Own observations

6. Notes**7. Context – Issues and Opportunities****8. Key references cited**

APPENDIX D – DATA TABLES

TABLE D1 NUMBER OF REPORTS LISTING SUPPORT FROM FUNDERS

Funded/Supported By	Publications	Reference(s)
Arts Council England (ACE)	9	ER-LL01, ER-LL02, ER-LL05, ER-LL06, ER-LL07, ER-LL08, ER-LL12, ER-LL13, ER-LL14
Unclear or Not Applicable	3	ER-LL04, ER-LL10, ER-LL11
Birmingham City Council (BCC)	2	ER-LL05, ER-LL09
Department for Culture Media and Sport (DCMS)	2	ER-LL07, ER-LL08
British Council	1	ER-LL03
National Lottery Heritage Fund	1	ER-LL03
National Lottery Community Fund	1	ER-LL03
Spirit 2012	1	ER-LL03

TABLE D2 NUMBER OF PROJECTS AND REPORTS BY PUBLICATION YEAR

Year Published	Publications	Reference(s)
2018	1	ER-LL04
2019	6	ER-LL01, ER-LL02, ER-LL05, ER-LL06, ER-LL10, ER-LL11
2020	3	ER-LL09, ER-LL13, ER-LL14
2021	4	ER-LL03, ER-LL07, ER-LL08, ER-LL12

TABLE D3: NUMBER OF PROJECTS AND REPORTS BY REGION¹⁵

Region	Publications	Reference(s)
England	3	ER-LL12, ER-LL13, ER-LL14
West Midlands	3	ER-LL01, ER-LL02, ER-LL04
Birmingham	3	ER-LL05, ER-LL10, ER-LL11
WMCA LEP	2	ER-LL07, ER-LL08
Midlands	1	ER-LL06
Birmingham and environs	1	ER-LL09
Coventry and environs	1	ER-LL03

¹⁵ 'Coventry and environs' refers to the area covered by ER-LL03 – the sixth progress report of Coventry as the 2021 City of Culture, which while predominantly focusing on activity in Coventry, also refers to artists and freelancers from Warwickshire and the wider West Midlands. 'Birmingham and environs' refers to the area covered by ER-LL09 - which includes a review of a pilot scheme between Film Birmingham

TABLE D4: MOST FREQUENT EVALUATION METHODS¹⁶

Evaluation Method	Frequency
Questionnaires and surveys	10
Case Studies	8
Interviews	8
Review of existing research in field/data analysis/mapping	8
Literature review	4
Focus groups	3

The West Midlands Regional Economic Development Institute
and the
City-Region Economic Development Institute
Funded by UKRI



¹⁶ 'Coventry and environs' refers to the area covered by ER-LL03 – the sixth progress report of Coventry as the 2021 City of Culture, which while predominantly focusing on activity in Coventry, also refers to artists and freelancers from Warwickshire and the wider West Midlands. 'Birmingham and environs' refers to the area covered by ER-LL09 - which includes a review of a pilot scheme between Film Birmingham