

## **Artswork – South East Bridge**

### **Feasibility Study - Data Collection for School Visits to Cultural Venues in the South East**

#### **1. BACKGROUND**

Artswork as the South East Bridge has a responsibility for intelligence gathering around data related to Children and Young People's cultural offer in the region. At this time of many changes in education Artswork sees value in being able to map patterns of school visits to cultural venues and being able to make informed comment about the successes and challenges of school visits.

Artswork is a now the lead partner in the Schools for Museums database. This was developed in 2004 and collects data on school visits to key SE museums. It has been a powerful tool in monitoring the patterns of school visits over that time, and enables reporting on areas where schools are actively visiting facilities and where little take up is being realised. The data was recently used by ACE to target funding and is being used by the SE Bridge to prioritise activity in 'cold spots'.

The data is collected by Museums and identifies schools that have visited their venue in the previous year, and the number of visits that school made. Museums benefit from inputting this data by accessing information about the schools in their area and their visiting patterns which has proved useful marketing information. At a regional level the data has informed key strategies to support museum education work.

The data is not intended as a performance tool for any venue, data is not made on any individual venues school attendance rate (although they can access their own venue information to use in that way if they wish). Reports are based on comment at school level, with mapping of schools who are regular, frequent, occasional and non-visitors.

No comparable data is available in a compiled format for school visits to other cultural venues. Artswork is therefore interested in consulting with the sector to assess the feasibility of developing such data collection. For this to be achieved it has to be easy for the sector to input/share the information, and they need to find value in the reports that can be produced.

Artswork's SE Bridge role works across the cultural sector and includes: Arts (as defined by ACE), Museums, Heritage, Libraries and Film.

#### **2. FEASIBILITY STUDY**

Artswork is looking for an experienced consultant/organisation to lead an investigation of the sector's appetite for, and commitment to, developing a database that maps school visits. It is expected this would include:

- Identification of the key venues that would be best targeted to supply data
- Audit of the willingness and enthusiasm of those venues to be part of such data collection
- Assessment of the key factors which would make involvement simplest and time-effective for those venues, and what data is realistic to request
- Identification of the key information that venues would find valuable to have reported back or access to, and the format of that information
- Understanding of what data is already provided by venues (eg to ACE) and if this can be 're-used' in a consistent way
- Liaison with Artsworld SE Bridge over the key reporting areas that Artsworld would want the data to be able to realise
- Recommendation of the best next steps, including any risk factors
- Should proceeding with this initiative seem promising; identification of the key aspects of the database and data collection processes that would need to be implemented
- Should proceeding seem promising; an assessment of the capability of the Schools for Museums database and collection processes to be extended to incorporate the wider data, and a recommendation if doing this or developing a standalone solution has more value

This feasibility study does not include the commissioning of a database, but looks to assess the value and practicality of such a resource and make recommendations about the key aspects of any such commissioning.

### **3. MANAGEMENT AND REPORTING ARRANGEMENTS**

The appointed freelance professional/organisation will work to the SE Bridge Strategic Manager Gayle Sutherland, Artsworld Programme and Contracts Manager Donna Vose will be responsible for overseeing the contract. He/She will also work with members of the Artsworld staff Team including the three other SE Bridge Strategic Managers as relevant.

#### **Confidentiality**

The appointed organisation(s) or individual(s) are required to maintain the confidentiality of all proprietary or privileged information to which they may be party to in the course of the contract.

### **4. EXPERIENCE REQUIRED**

The Consultant/organisation should have:

- An excellent track record of similar work
- Good understanding of the value and practical aspects of mapping databases
- Knowledge of the cultural sector in the South East
- Ability to listen to feedback and be a neutral, but informed, enquirer
- Excellent analysis and report writing skills

## 5. TIMETABLE

- Closing date for responses: Monday 7<sup>th</sup> January, 10am
- Contract deliverer selected and work begins by approx.: 18<sup>th</sup> January 2013
- Contract completed: 16th March 2013

## 6. FEE

A fee of up to £5,000 is available for this work (to be inclusive of VAT and travel where applicable, as well as out of pocket expenses).

## 7. NEXT STEPS

Those interested in working on this project should provide quotation documentation which should not exceed 1,000 words (excluding any annexes) and should include:

- A response to the project brief and outlining how you propose to deliver it
- A timetable for delivery
- A breakdown of days and costs against the planned work including VAT.
- Details of other anticipated costs. These should be described in sufficient detail to allow assessment of reasonable costs and more generally the efficiency of the proposed approach.

NB If you are planning to involve other members of a team, please provide a statement of the number of days/hours each team member will work on the project along with their job title and daily rates (if applicable)

The following should be included as appendices:

- CVs/details of the personnel proposed to carry out the work
- Examples of previous relevant work
- Names and contact details of two referees - at least one of these should have knowledge of your work in freelance capacity
- Details of your professional indemnity and public liability insurance

To discuss the brief or for more information, please contact

Gayle Sutherland, Strategic Manager – Artwork South East Bridge

**e-mail:** [gayle@artwork.org.uk](mailto:gayle@artwork.org.uk)

**tel:** 07848 184818

Quotation documentation and appendices should be emailed to: [gayle@artwork.org.uk](mailto:gayle@artwork.org.uk)  
DEADLINE for receipt is: Monday 7<sup>th</sup> January, 10am

## 8. BACKGROUND CONTEXT

As the Bridge Organisation for South East England, funded by Arts Council England for this purpose, Artsworld is supporting the delivery of the Arts Council's goal to ensure that every child and young person has the opportunity to experience the richness of the arts and culture.

As part of this role, Artsworld is developing and delivering a strategic approach to increase access to the arts and culture with, for and by children, young people and their families, in and out of school (particularly in areas of least engagement) - and including embedding Arts Awards and Artsmark – under the following priorities:

- **Priority One**

To improve the delivery of arts and cultural opportunities for children and young people

- **Priority Two**

To raise the standard of arts and cultural work being produced for, with and by children and young people

The Arts Council England's definition of the culture sector, for the Bridge role, includes Arts, Libraries, Film, Museums and other Heritage settings.

### What is Artsworld?

Artsworld's mission is to place the arts, culture and artistic practice at the heart of work with, for and by children and young people (CYP), and to champion, lead and facilitate high quality work led by artists and arts organisations including the development of young arts practitioners and leaders.

Working through alliances with the arts and education sectors, Artsworld acts as a strategic leader and specialist arts organisation of influence –

- working locally, regionally and nationally,
- in partnership with arts, cultural and youth organisations,
- shaping arts and education and youth policies and practice,
- and acting as a national champion to increase opportunities for CYP to lead, participate, work in, experience and enjoy the arts.

With an excellent reputation and 25 years' experience, Artsworld delivers strategic arts programmes placing young people at their heart, supports emerging arts leaders, delivers a strong national CPD programme and supports a dynamic English National Youth Arts Network (6000+ members) building leadership in the arts and providing advocacy, evidence and case studies.

Following a bidding process to Arts Council England, Artsworld was selected as one of 10 'Bridge' organisations in England to facilitate the strategic delivery of their Goal for Children and young People from 2012 to 2015.