



## Understanding Quality Metrics

Quality Metrics is a sector-led metrics framework that uses self, peer and public assessment to capture the quality of arts and cultural work.

Supported by Arts Council England, this is the first attempt at measuring quality with this approach across the portfolio. The project will run as a national trial until the end of March 2016.

You will have the chance to share and learn with the other participating NPOs and MPMs, as well as gain insights into how to capture, communicate and benchmark the quality of the work you do.

### **How do we measure?**

We use a triangulation of evaluation by the self, peers and public.

Data capture is set up through the Culture Counts system via either: onsite interviews, online surveys, static display systems. You are welcome to use whichever method you feel is more suitable for your organisation; the best method is dependent on factors such as your organisation's size, resources and artform.

### **What do we measure?**

Culture Counts uses a set of core dimensions, which provide comparability across organisations nationally and internationally, and will create a standardised data set for benchmarking.

Arts Council England has selected 9 Quality Metrics that all respondents are asked to consider; there are three additional dimensions for the self and peer evaluations. There are a further three demographic questions in order to assist you with your audience development.

Self assessors are asked to take 2 surveys, one prior to the event and one after the event. The pre event survey is to gauge what their expectations are, and the post event is to gauge what their actual experiences were.

Peer and public assessors are asked to complete 1 survey which is conducted after the event.

The 9 statements for all respondents to answer are stated below.

Quality Metric	Statement
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

As you can see, each dimension describes a different element of artistic quality, so the ones that suit your event may vary. Therefore it is important to realise that you should not expect to score highly across all dimensions; the aim is to see a similar trend in your surveys from all angles: self, public and peer.

### Further Support

If you require further assistance, please access your Culture Counts Dashboard. You will see a 'Help' button on your dashboard. By clicking on this and following the instructions, your query will be directed to the support helpdesk and will be dealt with promptly. If for some reason you are unable to access the 'Help' button, you may email the support team: [support@culturecounts.zendesk.com](mailto:support@culturecounts.zendesk.com)

Please contact Siân Tattersall on [sian.tattersall@culturecounts.cc](mailto:sian.tattersall@culturecounts.cc) with questions or any specific accessibility requirements.

