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**ARTS COUNCIL
ENGLAND**



Impact & Insight Pilot Programme 2022-23

Impact & Insight offers your museum an opportunity to engage with a professional, data-driven approach to evaluating your museum's public outputs, including exhibitions and events.

Participating museums will deepen their understanding of the quality of their exhibitions and events using the Impact and Insight evaluation framework, and develop their overall approach to evaluation, during this 10-month programme supported by Arts Council England.

Museum Development Yorkshire is partnering with Counting What Counts and Museum Development teams across England to deliver the Impact and Insight Pilot Programme.

Aims

The aims of the programme are to support participating museums to:

- Capture a range of perspectives to effectively assess the quality of their exhibitions and programmes
- Better understand the impact of their exhibitions and programmes on the people who experience them
- Inform future exhibitions and programmes using their evaluation findings
- Increase the quality of their exhibitions and programmes
- Meet and exceed the requirements of Accreditation Standard Section 8: Understand and develop your audiences

The Impact and Insight Toolkit was developed to provide arts and cultural organisations with a shared approach to evaluating their work. The Toolkit uses researched metrics to explore how a museum's intentions for exhibitions or events align with the experiences of the public and their professional peers. The resulting insights can be used to inform future practice, whilst helping to build a greater understanding of the cultural sector as a whole.

For more information, please visit: <https://impactandinsight.co.uk/about/>

The opportunity

Museum Development Yorkshire will support up to **5 Accredited non-NPO museums in Yorkshire and the Humber** who will:

- Receive a **FREE license** to use the Impact & Insight Toolkit until **30th December 2022** (worth £1,000).
- Participate in an online induction session in using the framework on **Wednesday 23rd March 2022**
- Be provided with **evaluation templates** to conduct a minimum of two 360-degree evaluations to include one exhibition (permanent or temporary) and one event **by 30th December 2022**. For each public output, an Impact & Insight evaluation includes a self-assessment, peer assessment and public evaluations.
- Be expected to conduct at least one peer assessment of an exhibition and event for another participating museum (the assessing organisation will be given £100 to support costs of time and travel).
- Analyse and review the feedback received and use it to change or influence exhibitions or programming going forward.
- Be able to apply for a small ring-fenced fund to support costs of undertaking evaluations such as IT equipment or travel, or seed funding via MDY Small Grants to put ideas into practice based on Impact & Insight evaluations.

Requirements for using the Impact & Insight Toolkit

Successful museums will be required to use Impact & Insight, an online digital platform, to evaluate the impact of their work on the people who experience it. In order to use the platform, your museum's lead will need to read and sign several legal agreements on behalf of your organisation. You will also need to give your MDY contact access to your evaluations on the Impact & Insight platform.

Please read the following documents about the programme before you commit to applying, to get a sense of what you will need to agree to (these forms are subject to change as they are updated regularly):

- Counting What Counts Terms of Engagement
- Counting What Counts Privacy Policy

Programme timescale

- Submission of Expression of Interest by **5pm, Mon 14th February 2022**
- Successful applicants notified by **Mon 28th February 2022**
- Completion of registration and signing of legal agreement by **Mon 21st March 2022**
- Attend online induction session on Impact & insight Toolkit on **Wed 23rd March 2022**
- Start first 360-degree evaluation by **Tue 31st May 2022**
- Attend online Impact & Insight Connects session on **Wed 29th June 2022**
- Conduct peer assessment by **Fri 30th September 2022**
- Second 360-degree evaluation conducted by **Fri 16th December 2022**
- Review feedback from audiences and peer reviewers and complete a short report by **Fri 13th January 2023**
- Attend online Impact & Insight Review session on **Wed 8th February 2023**

How to apply

To apply for the programme, please complete the Expression of Interest form via the link below and **submit by 5pm on Monday 14th February 2022:**

https://forms.office.com/Pages/ResponsePage.aspx?id=5PhW14h2vE-P_rxAJecR9WKINM33UZxMsmgocRpopFUNUZRT0FRQjIHU1FSTjY3UINWNUZUNFk0SC4u

Questions?

If you have any questions about this programme, please contact:

Jo Bartholomew at Joanne.bartholomew@ymt.org.uk or on **07730 642919**