

**Dorset Cultural Strategy 2016 - 2021 Evidence Base**

Sector	Evidence	Related information/action	Issues and further evidence needed
Outcome: 1. A thriving, competitive economy that delivers good quality employment for people in Dorset			
DAT			Social Return on Investment
DAT	West Midlands Economic Impact 2012		
DAT	Qualitative feedback (Activate)		
DAT	Audience Agency National report on outdoor arts		
Libraries	Evidence review of the economic contribution of libraries. Arts Council England. June 2014		
BDP S&L	Travel to learning time survey	West Dorset travel furthest: average 13.91 miles compared with average 3.41 miles in Christchurch	Travel to learn is an issue for disadvantaged learners and these learners are a priority to target
BDP S&L	Enrolment and participation data	There were 2264 enrolments on Culture and Arts related provision in 2013/14 academic year. The highest proportion of learners are working age adults. Skills&Learning is engaging significant proportions of people with learning difficulties and disabilities	Identify gaps in provision and characteristics of service users to inform future provision Increased costs of hiring venues to run courses in rural and disadvantaged wards increases the delivery costs. Free or low cost public space for education would make learning more accessible.
Museums	Varying range of statistics and data including: ACE Visitor Focus;	In-depth demographic data and the production of detailed visitor profiling. Poole Museum, DCM, Bridport, RCAGM amongst others.	It clearly demonstrates the capacity of museums to add tangible and significant value to the local economy
Museums	HLF funding reporting such as DCM, Bridport, Lyme, PHM, RCAGM	Sophisticated audience and activity plans with multi-faceted user and non-user data. Good source of up to date information.	
Museums	Economic Impact Case Study Pharoah Exhibition at County Museum 2011-12		
DAT	Creative and Cultural Skills - Building a Creative Nation: The Next Decade	30 interns/apprentices over 18 month period in 2013-2015, drawing down new money into BD&P of over £80,000.00 to support these posts.	
Creative industries	Creative Industries Sector Research Paper. Tom Fleming 2012	Commissioned by Dorset LEP Creative Industries Sector Board	
Outcome: 2. A resilient infrastructure which provides access to cultural and leisure opportunities			
DAT	Qualitative feedback	Informs future marketing etc	
DHC	Public Service Quality Group Survey 2014	User trends changing but still strong demand for onsite access	
DHC	Banks project , audience survey 2014	Activity Plan - has produced some strong evidence of the value people see and the pride they feel in local cultural heritage.	
DHC	Chartered Institute of Public Finance and Accountability (CIPFA) - body that collects and analyses data across sectors - e.g. libraries, archives.	Capital and revenue funds sought to ensure long-term viability of the service. Collaboration with internal and external bodies. Increasing volunteer numbers.	
Libraries	CIPFA information – issues/visitor and other data	Evidence of current patterns/type of use and changing uses. Services can be improved by partnership working and pooling resources	
Libraries	Corporate Mystery shopping surveys	Value of computer service including access to e-services and information	
Libraries	Citizen Panel questions	As a means of seeking views about service changes from non users as well as users	

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Libraries	Online/virtual library use including SOCTIM reports	Traditional library use is declining and virtual use is increasing	
Libraries	Using Young Inspectors to report on a number of libraries	Providing a library service which meets needs of young people	
Play	A majority of research and resources have been collated nationally and made available through Play England and The Children's Play Information Service.	The play partnership is a strategic group seeking to raise the profile and importance of play and embed play into various strategies which in turn influences and delivers a better play offer.	
Museums	Partnership projects e..g Jurassic Coast; WDDC		
Outcome: 3. Understanding, enjoying and safeguarding Dorset's environment with planning for the future			
Play	Local parish and town plans	Identifies local priorities and helps to build a strategic picture for geographical areas..	
Arts	Chiswell Storms and Coastal Defences, Dorset Coast Forum	Explains how the coastal defences protect the community and what may happen in the future, in order to support the community to prepare for future storms	Arts and environment organisations are working together using arts for a more dynamic approach to engage people in the effects of climate change and how to help mitigate
Outcome: 4. Opportunities for people to enjoy and achieve promoting health and wellbeing within safe and thriving communities			
DAT	Audience Finder	Audience Development Plan	
DAT	Cold Spots and Gaps in Musical Inclusion (Soundstorm and Arts Development Company Research)	Information available online: <a href="http://soundstorm-music.org.uk/musical-inclusion/">http://soundstorm-music.org.uk/musical-inclusion/</a> There are now two work streams to address the findings with 'Cold spot projects' happening during 2015 in West and North Dorset working specifically with young people.	
DHC	Citizens Panel 2012	Strong demand for community engagement work e.g. work with social care clients and for groups exploring their heritage. Growing academic audience accessing collections and wanting to work in collaboration.	
Museums	Accreditation annual reporting requirements	Overall performance of museums across the county can be collectively appraised and benchmarked	It shows the importance of museum volunteering to communities and the potential to extend this
Libraries	Public Library User Survey (PLUS) – over 16s PLUS – children and young people	Generally good satisfaction rating from users Staff are valued and appreciated Library environment is important to experience Social and community value of libraries	
Libraries	Events/activities evaluation	Activities and events are enjoyed and demand for more	

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Libraries	Unsolicited feedback through comments/complaints/compliments		
Libraries	Active borrower information	Reading remains a core activity and contributes to well being	
Libraries	Summer Reading Challenge evaluation as part of national and regional evaluation	Participation in the SRC helps maintain children's literacy during the summer holiday period as well as promoting reading as a fun and enjoyable activity.	
BDP S&L	2013/14 survey of a 10% sample of learners on Community Learning courses	23% learners have become more involved with their communities as a result of their course, 21.2% learners claimed that their health had improved as a result of their course and 38.5% do between 4-8hrs per week volunteering. This shows the value of adult learning and its contribution to the health and well-being of the local population. The importance of the three councils sustaining support for adult learning as a preventative service to improve life chances particularly with Dorset's ageing population and and the increasing health and social care budgets.	
BDP S&L	Interim FE Choices Learner Satisfaction Survey 2013/14 June 2014	95% learners studying Languages, Literature and Culture said that they would recommend Skills&Learning to friends or family, demonstrating the wider impact of adult learning.	
Play	Childrens Services Attitude Survey 2015	Highlights the view of local young people but as yet has not been completed	
Sport	Sport England Active People Survey <ul style="list-style-type: none"> <li>• 35.5% of 14yrs+ participate in sport at least once a week</li> <li>• 15.3% of 14yrs+ participate in sport at least 3 times a week</li> <li>• 25.5% of 14yrs+ participate in sport and active recreation at least 3 times a week</li> <li>• 23.3% of 14yrs + participate in organised sport club membership</li> <li>• 12.6% of 14yrs+ volunteer in sport</li> </ul>	This research forms outcomes and targets to achieve greater participation in sport and physical activity. All work programmes reference these measures and targets as they are the only measures that exist within sport that are regular and of a large enough scale to be reliable.	

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<b>NATIONAL EVIDENCE</b>			
<b>Culture</b>	Sources of national data and research are available on line at CASE <a href="https://www.gov.uk/case-programme">https://www.gov.uk/case-programme</a>	A joint programme of strategic research led by the Department for Culture Media and Sport (DCMS) in collaboration with Arts Council England, English Heritage and Sport England.	
DHC	<a href="https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/88449/CASE-value-summary-report-July10.pdf">https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/88449/CASE-value-summary-report-July10.pdf</a>	Don't know of anything more recent that explains value of engaging with heritage.	
Libraries	Arts Council England – Envisioning the Library of the Future report	4 key findings: - Place the library as a hub of a community - Make the most of digital technology and creative media - Ensure that libraries are resilient and sustainable - Deliver the right skills for those who work for libraries	
Libraries	Carnegie UK Trust - Speaking Volumes – the impact of public libraries on wellbeing	Demonstrates the impact that libraries have on wellbeing including cultural wellbeing	
Libraries	Society of Chief Librarians – The Universal Offers	SCL have developed the Universal Offers which cover the four key areas of service which are seen as being integral to a 21 <sup>st</sup> century library service. These are Reading, Information, Digital and Health. A fifth offer based on Learning is to be introduced.	
Libraries	Evidence Review of economic contribution of libraries. ACE June 2014		
Libraries	DCMS Independent Library Report for England (published 18 Dec 2014)	Three major recommendations: - provision of a national digital resource for libraries, to be delivered in partnership with local authorities; - provide a strategic framework for libraries in England; - improve, revitalise and if necessary change local library services whilst encouraging increased community involvement.	
Archives, Libraries, Museums	Impact toolkits published by Archives, Libraries and Museums Alliance UK	User-friendly toolkits, to help archives, museums and libraries create transparent, locally-relevant impact reports	

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BDP S&L	Public Health England. Adult Learning services. Health Inequalities Evidence Review 4 September 2014	Adult learning can have indirect health benefits by improving social capital and connectedness, health behaviours, skills, and employment outcomes, each of which affect health. There is also some evidence that adult learning has direct positive effects for mental health	
BDP S&L	Economic Impact of Adult Learning	The lifetime return on investment of Level 1 courses for those aged 19-24 is estimated at £21.60 for every £1 invested. A life-course approach to learning is important. Those at different points will benefit most from different types of learning. For example, non-formal and informal learning for older people can decrease social isolation, whereas family learning for parents and children can help to tackle the intergenerational transfer of disadvantage.	Local authorities have a key role both as a provider of learning and in partnership with others, including local businesses (in part through local enterprise partnerships), Jobcentres, the voluntary and community sector, and the education and training sector.
BDP S&L	NIACE Family Learning Works – The Inquiry into Family Learning in England and Wales 2013	Family learning improves health and employability and increases involvement in community, culture and sport. 80% of participants in Family Learning programmes progress in learning and/or life and work.	Many adults in need of learning opportunities will face specific barriers, such as financial constraint, which must be addressed if learning is to benefit all groups. To increase the likelihood of positive outcomes, many individuals will need support to manage this transition.
Play	Play For Today 2014, Eureka National Children’s Museum	<ul style="list-style-type: none"> <li>• 67% of children prefer free, unstructured play.</li> <li>• 81% of children prefer to play outside than to watch TV.</li> <li>• 33% of adults don’t feel they have sufficient time to play with their children.</li> <li>• 59% of children don’t play beyond their own garden alone.</li> <li>• Playing in the local park (55%) or their garden (45%) are children’s two most popular places to play.</li> <li>• Significant changes in where children prefer to play compared with where their parents played as children, with a clear reduction in play on the street and in the wider countryside.</li> </ul>	
Sport	Sport England Active People Survey	National annual measure of participation in physical activity which is large enough to provide local data with around 500 responses from each district / borough area.	