

Appendix B
Review of Festivals and Major Events in Gloucester
Evaluation Framework Detail

Evaluation Framework 1 of 2			
Domain	Area	Links to Gloucester Cultural Strategy	Measured by
Cultural	Content - Quality (creative and production) and Ambition	Broaden the cultural offer	Clear vision/objectives and aims for all events Defined evaluation criteria (for example target audience number) Peer Feedback (for example asking other professionals to provide a review) Audience feedback
	Content - Place/Identity/Profile	Put Gloucester on the Map	Rationale for using particular spaces and places Audience Surveys - 'What do you think this says about Gloucester' Peer Feedback (for example - what do others think about the sense of place) Press and social media analysis
	Content - Local arts/creative capacity building	Develop artists and arts organisations	Number of paid creative professionals involved in the organisation Number of unpaid local creatives showcased Number of local people taking part in creative opportunity Number of artist development or training opportunities provided
Social	Impact - Employment/Volunteering/Training	Develop artists and arts organisations	Number of all paid employment opportunities - employees and casual (administration, technical, marketing) Number and type of local professional services sub-contractors (PR, catering) Number of volunteers taking part Number of training opportunities - for paid and volunteers (apprenticeships, internships)
	Impact - Addressing local need	Broaden the cultural offer	Wider impact included in festivals aims - for example, Health objectives Broad target audience in keeping with city population profile Number of projects taking place in neighbourhoods of higher deprivation Number of local community/education partners engaged and their feedback
	Audiences - Local engagement	Develop audiences	Number of local audiences attending and their feedback Number of first time attenders Number of repeat attenders Number of people who don't normally go to arts events
Economic	Audiences - Visitors	Develop a vibrant city centre	Number of people attending from outside the city (postcodes from survey, ticket sales) Number of overnight stay (survey question) Advertising value of social media/press coverage (post event) Number and value of tickets sales - if applicable
	Resources - Leverage & Investment	Make things happen	Amount of public funding the festival attracts Amount of private support the festival attracts Amount of in-kind income attracted Amount of commercial or licensed content created/merchandise
	Resources - Spend in local economy	Develop a vibrant city centre	Overall number of attendances Spend and impact Overall budget of festival or event Estimate of budget spent in local economy - eg. Professional services, subcontracts, employment, equipment

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Evaluation Framework 2 of 2				
Measured by	Method	Signature	Growth	Local
Clear vision / objectives and aims for all events	In Application Statement for funding or other support such as permissions or inclusion in	Y	Y	Y
Defined evaluation criteria (for example target audience number)	In Application Statement (BEFORE)	Y	Y	Y
Peer feedback (for example asking other professionals to provide a review)	Peer Survey (DURING)	Y	Y	
Audience feedback	Audience Survey (DURING and/or AFTER) and visual documentation of the event (DURING)	Y	Y	
Rationale for using particular spaces and places	In Application Statement (BEFORE)	Y	Y	Y
Audience surveys - 'What do you think this says about Gloucester'	Audience Survey (DURING)	Y	Y	
Peer feedback (for example - what do others think about the sense of place)	Peer Survey (DURING)	Y	Y	
Press and social media analysis	Post Event Evaluation Report by Event Organiser and necessary for final tranche of funding	Y	Y	
Number of paid creative professionals involved in the organisation	In Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	
Number of unpaid local creatives showcased	In Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	
Number of local people taking part in creative opportunity	Participant Register at all participation events (DURING)	Y	Y	Y
Number of artist development or training opportunities provided	In Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	
Number of all paid employment opportunities - employees and casual (administration, technical, marketing)	In Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	Y
Number and type of local professional services sub-contractors (PR, catering)	In Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	
Number of volunteers taking part	Volunteer Register at all events (DURING)	Y	Y	Y
Number of training opportunities - for paid and volunteers (apprenticeships, internships)	Participant Register at all participation events (DURING)	Y	Y	
Wider impact included in festivals aims - for example, Health objectives	In Application Statement (BEFORE)	Y	Y	
Broad target audience in keeping with city population profile	Audience Survey (DURING)	Y	Y	
Number of projects taking place in neighbourhoods of higher deprivation	In Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	Y
Number of local community/education partners engaged and their feedback	Partner Feedback session (AFTER) and Participant Survey (DURING)	Y	Y	
Number of local audiences attending and their feedback	Audience Survey, Box Office Report (DURING)	Y	Y	Y
Number of first time attenders	Audience Survey (DURING) and Box Office Report (AFTER)	Y	Y	
Number of repeat attenders	Audience Survey (DURING) and Box Office Report (AFTER)	Y	Y	
Number of people who don't normally go to arts events	Audience Survey (DURING and/or AFTER)	Y	Y	
Number of people attending from outside the city (postcodes from survey, ticket sales)	Audience Survey (DURING) and Box Office Report (AFTER)	Y	Y	Y
Number of overnight stay (survey question)	Audience Survey (DURING)	Y	Y	
Advertising value of social media/press coverage (post event)	Post Event Evaluation Report analysis (AFTER)	Y	Y	
Number and value of ticket sales - if applicable	Box Office Report (AFTER)	Y	Y	
Amount of public funding the festival attracts	Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	Y
Amount of private funding the festival attracts	Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	
Amount of in-kind income attracted	Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	
Amount of commercial or licensed content created/merchandise	Application Statement (BEFORE) and Evaluation Report (AFTER)	Y		
Overall number of attendances	Audience Survey, Box Office Report, Estimates and Photographs (DURING)	Y	Y	Y
Spend and impact	Application Statement and Survey to generate info for completion of EVENT Impacts Economic	Y		
Overall budget of festival or event	Application Statement (BEFORE) and Evaluation Report (AFTER)	Y	Y	Y
Estimate of budget spent in local economy - eg. Professional services, subcontracts, employment, equipment)	Application Statement (BEFORE) and Evaluation Report (AFTER)	Y		