



ENCATC

The European network on cultural management and policy

4th ENCATC WORKING GROUP MEETING **"Evaluation of international and European transnational cultural projects"**

Manchester, United Kingdom
27 April 2018

In this document you will find:

Meeting Description, Target Groups, Registration, Objectives, Draft Programme, Speakers, and List of Participants (at date)

MEETING DESCRIPTION:

This meeting will, **explore "Evaluation Methodologies of the audience: profiling, satisfaction survey, qualitative approaches"**. Done in partnership with The Audience Agency (London/Manchester) and hosted by the British Council, the session will focus on research and approaches at European level which aim to gain a deeper knowledge of participants, users and audience of European cultural projects. From consumption to participation, audiences have different involvements in cultural projects and must be analysed with different methods and techniques. This is a working group with participants encouraged and expected to contribute to the discussion about the topics..

TARGET GROUP(S):

To facilitate discussion and exchanges, this meeting is designed for **20** academics, trainers, researchers, cultural operators and leaders of European networks and platforms.

REGISTRATION:

Registration is closed. All available places have been reserved.

OBJECTIVES/EXPECTED RESULTS OF THIS MEETING IN MANCHESTER:

1) To present, analyse and discuss evaluation of the audience in cultural projects especially focusing on international co-operation / multi-partner projects and the impact of these projects on audiences, participants and the wider public

An initiative of



In partnership with



Hosted by



With the support of



2) to learn from the participants about their projects, methodologies and challenges

3) to propose recommendations and orientations for evaluation of audience in projects at European level

To these aims, the activity will have a well defined structure that includes:

- Presentations from national and international experts having direct and indirect interests in the topic
- A discussion panel including case studies relating to the main themes of audience evaluation
- Small group discussions on topics such as: understanding and evaluating audience development strategies as part of international projects, methodologies for studies of impacts of culture on the public (social, health, well-being, economic), the connection to the artistic/creative component, creative evaluation techniques

PROGRAMME:

ENCATC WORKING GROUP MEETING

FRIDAY, 27 APRIL 2018

Venue: British Council, 6th Floor, Bridgewater House, 58 Whitworth Street, Manchester, M1 6BB

#audiencedevelopment

#ENCATCworkinggroup



@ENCATC



@ENCATC



@ENCATC_Official

Start	End	Programme Details
09:30	10:00	Registration and welcome coffee
10:00	10:15	Welcome and introduction to the programme Presentation of the participants and their experiences in evaluation Dea Vidović, ENCATC Board Member
10:15	10:30	Reporting from the previous meetings and programme for the year 2018 Pascale Bonniel Chalier, ENCATC Working Group Chair
10:30	11:00	Introduction to the main themes of audience evaluation in international contexts Jonathan Goodacre, The Audience Agency
11:00	11:30	A stimulus for thought and debate: Evaluation of public engagement in cultural projects. Hull City of Culture 2017 and BeSpectative Franco Bianchini, University of Hull

11:30	11:45	<i>Networking coffee break</i>
11:45	13:00	<p>Panel discussion on methodologies of evaluation of Audience Development projects</p> <p><u>Chaired by:</u> Pascale Bonniel Chalier</p> <p><u>Participants:</u></p> <ul style="list-style-type: none"> - Franco Bianchini, University of Hull - Anne Torreggiani, The Audience Agency - Phil Cave, Consultant and formerly Director of Engagement and Audiences Arts Council England
13:00	14:00	<i>Networking lunch</i>
14:00	15:00	<p>Contributions from participants</p> <p><u>Presentations of experiences from:</u></p> <ul style="list-style-type: none"> - National Centre of Early Music, UK - British Council, UK
15:00	16:00	Working Groups in Parallel
16:00	17:00	Report back from Working Groups, final discussion and next steps
18:30	20:00	<i>Networking time</i>

SPEAKER BIOGRAPHIES:



Franco Bianchini is Professor of Cultural Policy and Planning - and Director of the Culture, Place and Policy Institute - at the University of Hull, UK. He is part of a team in charge of the evaluation of the impacts and processes of Hull UK City of Culture 2017. From 2010-2014 he was a member of the team preparing the successful bid by the city of Matera, in Southern Italy, for the title of European Capital of Culture for 2019. His books include *Focus on Festivals* (co-edited with C. Newbold, C. Maughan and J. Jordan, Goodfellow, 2015), *Urban Mindscapes of Europe* (co-edited by G. Weiss-Sussex with F. Bianchini, Rodopi, 2006), *Planning for the Intercultural City* (with J. Bloomfield, Comedia, 2004), *Culture and Neighbourhoods: A Comparative Report* (with L. Ghilardi Santacatterina, Council of Europe, 1997), *The Creative City* (with Charles Landry, Demos, 1995) and *Cultural Policy and Urban Regeneration: the West European Experience* (co-editor, with Michael Parkinson, Manchester University Press, 1993). His research interests include the role of culture in urban regeneration (with a particular focus on port cities and on European Cities/Capitals of Culture), and the study of cultural diversity and interculturalism as resources for innovation in urban policy.



Pascale Bonniel Chalier is a trainer and consultant for international cultural projects. She has been the Coordinator, then Head of international development for the Master2 *Development of International Cultural Projects* at University Lumière Lyon II since 1988. She is also a founding member of ENCATC and served as General Secretary from 1997 to 1999. She was the Deputy Mayor Cultural event in Lyon from 2001 to 2008, then elected at the municipal council and the metropolitan council from 2008 to 2014. In 2007 she founded the agency "La terre est ronde" which has provided cultural consultation and participation for cities such as Montreuil and Rennes, as well as a national study of artistic education for the French Ministry of Culture.



Phil Cave is a consultant, speaker and researcher, specialising in public engagement. He was, for over 10 years, Director of Engagement and Audiences at Arts Council England. The Arts Council is the major funder and development agency for arts and culture in England, distributing money from Treasury and lottery funds. Here, he developed radically different thinking around investments to support wider reach and engagement. Phil founded the £80m [Creative People and Places](#) programme, which is supporting innovative approaches to creating culture and targeting places where communities have been the least likely to engage. He also developed a national grant programme focused on arts and older people: [Celebrating Age](#). Phil has also been responsible for commissioning several major national audience development initiatives including: an open and free-to-use system that now makes it possible for cultural organisations to share data, benchmark their 'reach' and target new audiences; The national *Family Arts Campaign*, *Culture Hiv* – providing advice and training support for audience development; and *Age-Friendly standards* for cultural organisations. Before joining the Arts Council, Phil worked for a major research and development agency which supported the tourism and cultural sectors. He also worked for local government in the area of public engagement..



Jonathan Goodacre works with a range of arts and cultural organisations in the East of England to help them understand and develop their audiences. This includes projects such as the 'Look Sideways East' Cultural Tourism initiative, the evaluation of 'Peterborough Presents ...' CPP project and 'New Places Extraordinary Spaces' Strategic Touring Programme project with Creative Arts East, as well as providing ongoing support through surgeries, training or linking people to other Audience Agency services. Nationally, he is leading on the Outdoor Arts and Live Art clusters as part of Audience Finder. This includes the Outdoor Arts research produced in collaboration with ISAN since 2013 which is one of the largest and most comprehensive undertaken anywhere in the world. Jonathan is lead for The Audience Agency on Adeste, a European Union Erasmus + project, which is researching and setting training standards in audience development across the arts, heritage and cultural sectors in Europe. He is also one of the advisors for the forthcoming study on audience development for the European Union and is part of the Pedagogic Team of the European Diploma for Cultural Project Management run by Association Marcel Hicter, a member of ENCATC. Recently, he has contributed to a variety of publications such as 'Turning the Tide' (Momentum, UK 2007), 'Sustaining Cultural Development' (Gower, UK 2013) and 'Culture at the Edges' (Marcel Hicter, Belgium 2014). Previously, Jonathan has worked for Cambridge Junction, Eastern Touring Agency,

Momentum Arts, Metis Arts, Hoipolloi Theatre, Zinc, Anglia Ruskin University and the Arts Marketing Association.



Anne Torreggiani founded Audiences London in 2003 which became The Audience Agency in 2012, now an established national charity employing 50 people. Its mission is to support the cultural sector in becoming more audience-focused – and more relevant and resilient as a result. She has 25 years' experience in the arts, as director of marketing and audiences with numerous UK cultural organisations - local authorities, theatres and festivals (including West Yorks Playhouse and LIFT) and, and then as a consultant, facilitator and adviser for agencies such as Arts Council England, British Council, the European Commission and a diverse range of cultural organisations in the UK (from The Albany, Graeae, Tamasha to Tate, National Theatre, Manchester International Festival) and internationally. Anne is a specialist in audience strategy, trends and patterns of public engagement and works across all artforms and museums and has special interests in non-traditional audiences and organisational change. She is a regular commentator and speaker on these issues. Her work includes devising numerous organisational development programmes with the aim of increasing and diversifying audiences, for individual clients and as funded programmes, including the roll-out of Not For The Likes of You. Recently, she co-devised the From Them To Us inclusive leadership programme and case-study research, and has been an adviser on a major new European Commission study on Excellence and Policy in Audience Development.



Since 2012 **Dea Vidović** has been working in a position of a Director of Kultura Nova Foundation which is a first and only public foundation dedicated to civil society organizations in contemporary arts and culture in Croatia. Her educational background includes a Degree in Comparative Literature and Indology from the University of Zagreb's Faculty of Humanities and Social Sciences and PhD title from the same Faculty. For more than fifteen years of her professional engagement in arts and culture, she worked as a manager of cultural organizations as well as an editor and journalist. Her professional trajectory was built on numerous collaborations with institutions on local, national and international levels. The academic aspect of her professional engagement has been developing through regular publishing and editing of both scientific and expert books, papers and articles on contemporary cultural practices, as well as through delivering of lectures and presentations at conferences. As an Associate Lecturer at the Academy of Drama Art at the University of Zagreb, she taught courses in cultural policy. Her research interests include contemporary arts and culture, cultural policy, management and development, civil sector in culture, cultural democracy, public domain, new governance models, participatory development, sustainability, and education for cultural sector.

LIST OF PARTICIPANTS (Updated 24 April 2018):

N°	LAST NAME	FIRST NAME	INSTITUTION	POSITION	COUNTRY OF HEADQUARTER
1.	Bianchini	Franco	University of Hull / Culture, Place and Policy Institute (CPPI)	Director	UK
2.	Bonniel-Chalier	Pascale	La Terre est Ronde	Consultante	France
3.	Cave	Phil	Arts Council England	Director Engagement and Audiences.	UK
4.	Cromartie	Janet	National Centre for Early Music	Music Administrator	UK
5.	D Heuchenne	Patrick	Evoinos	Program director	Cyprus
6.	Esteves	Rui	Area Metropolitana do Porto	IT Administrator	UK
7.	Filimon	Nela	University of Girona	Associate Professor	Spain
8.	Gallou	Eirini	UCL, ISH	PHD Researcher	UK
9.	Goodacre	Jonathan	The Audience Agency	Senior Consultant	UK
10.	Grant	Stephanie	Creative Europe Desk UK	Culture Manager	UK
11.	Price	Jonathan	On The Edge Research	Researcher	UK
12.	Roscoe	Erica	British Council	Research Manager	UK
13.	Savrljuga Todorovic	Danijela	Kultura Nova Foundation	Head of Support Program	Croatia
14.	Taboroff	June	INTO	Senior Cultural Resource Specialist	UK
15.	Thomas	Ian	British Council	Head of Evaluation	UK

16.	Tomlin	Delma	National Centre for Early Music	Director	UK
17.	Torreggiani	Anne	The Audience Agency	Chief Executive Officer	UK
18.	Vidovic	Dea	Kultura Nova Foundation	Director	Croatia