

EXCELLENCE:
'What it does to you'



THINKING
PRACTICE



- ❧ *Our Thematic Study*
- ❧ *Frameworks and metrics*
- ❧ *CPP approaches*
- ❧ *Success Factors*
- ❧ *Conclusions*

The Thematic Study



- ❧ Part of National Evaluation work
- ❧ Exploring 'excellence of art and excellence of the process of engaging communities'
- ❧ Recent work on metrics and frameworks
- ❧ Review and interviews with CPPs and stakeholders
- ❧ Limited scope to be definitive

Metrics and Frameworks



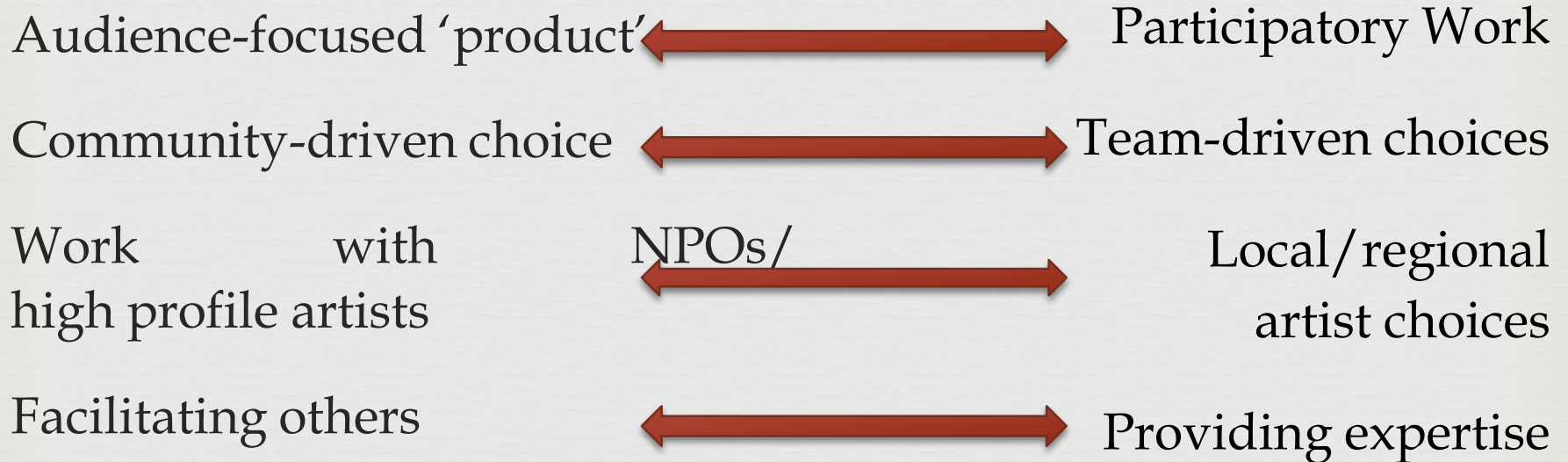
- ❧ Post-McMaster development of 'quality principles', 'quality metrics' and 'quality frameworks'
- ❧ Culture Counts pilots
- ❧ Participatory Metrics
- ❧ No common definition, but key recurring concepts:
 - Dynamic
 - Contextual
 - Local
 - Relevance
 - Rigour & skill

Incomplete & Contradictory

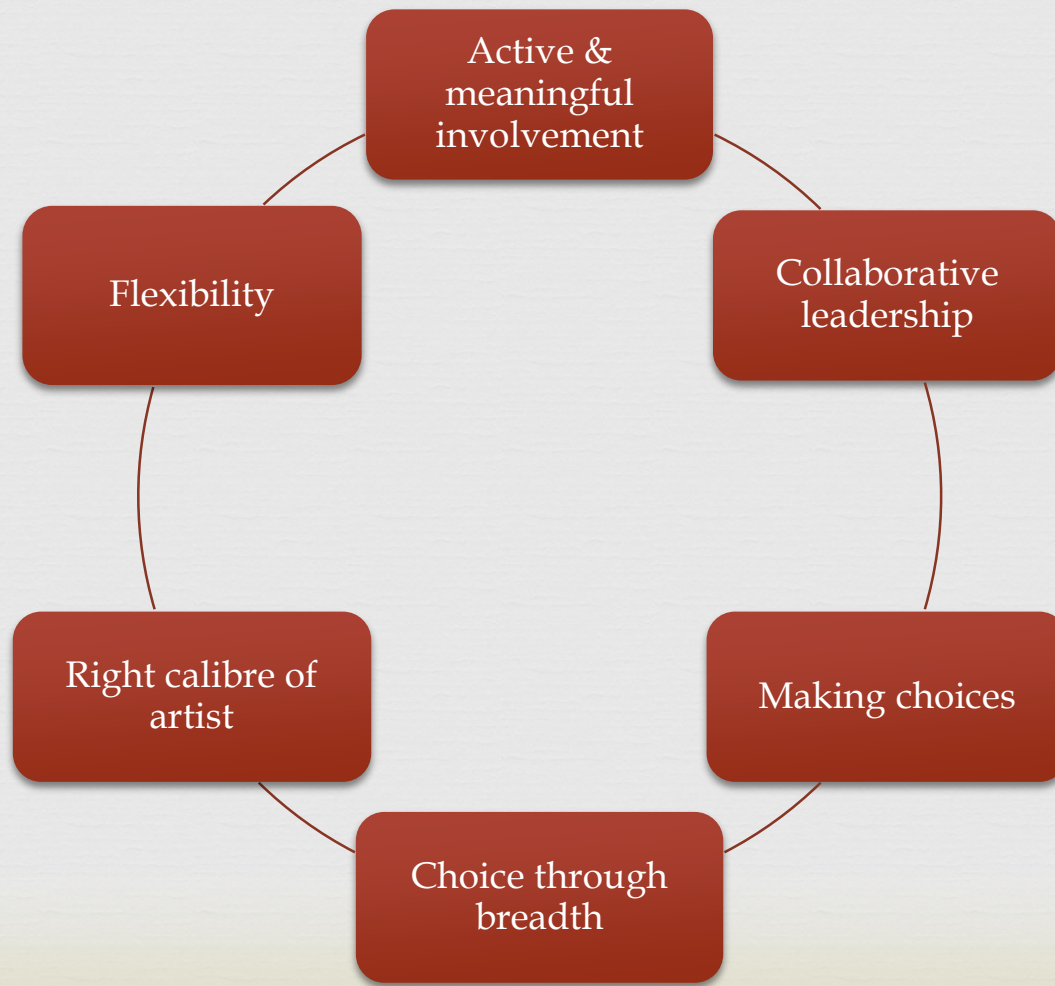


- Integrity
 - Resonance
 - Originality
 - Technical proficiency
 - Ambition
 - Magic
 - Long-term Impact
- From 'Taking Bearings', CPP*

Approaches



Success factors



Success factors



- ❧ Active and meaningful community involvement
 - ❧ Frame discussions around a local or personal context
 - ❧ Building capacity to identify, embrace and commission
- ❧ Collaborative leadership
 - ❧ Scale, scope and value of partner roles key
 - ❧ CPD and support can inform approaches to excellence
- ❧ Making choices
 - ❧ Clarity of vision
 - ❧ Lessons in risk, trust and empowerment
 - ❧ Reflection crucial

Success factors



- ❧ Providing choice through breadth of approach
 - ❧ Tailor marketing & comms to events & audiences
 - ❧ Excellence not always be linked to scale of participation.
- ❧ Ensuring the right calibre of artists
 - ❧ The right artist for the right project
 - ❧ Inclusive and accessible language rather than 'arts speak'
- ❧ Flexibility
 - ❧ It takes time
 - ❧ Flexibility of approach may be required in order to identify and/or evidence excellence and its impact

Conclusions



- ❧ Connect to Quality Metrics
- ❧ Articulate without binding
- ❧ Involve as many people as possible
- ❧ Connect to NPOs et al
- ❧ Widen definitions and applications



*'It ain't what you do,
it's what it does to you'*

Simon Armitage