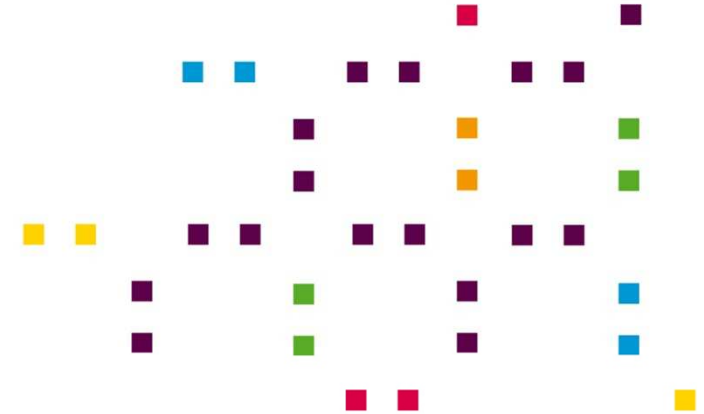


Making audience research add up

Adam C Cooper, DCMS

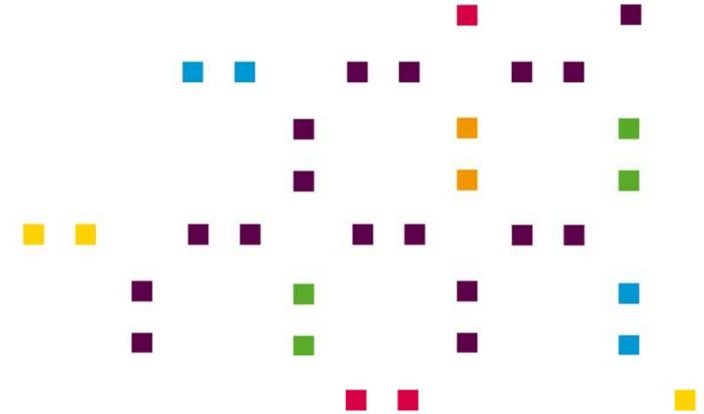


Overview



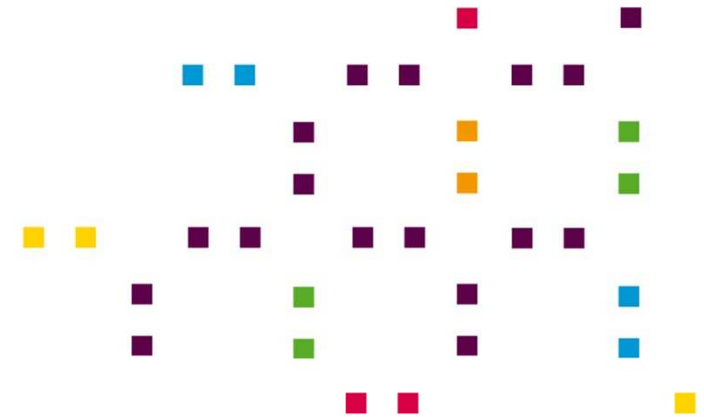
- Major reductions in funding
- Reduced capacity to do studies
- Working together to get more for less
- Examples from the CASE collaboration

Cuts



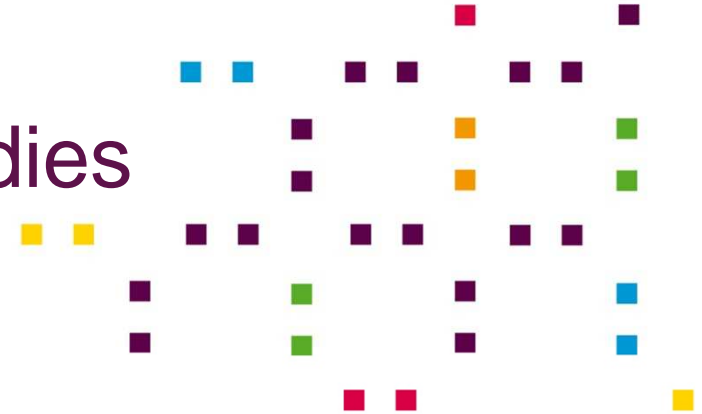
- 50% cut to DCMS over next few years
- Retained capacity (we hope) to do research
- Benefits of the CASE programme

Why do visitor studies



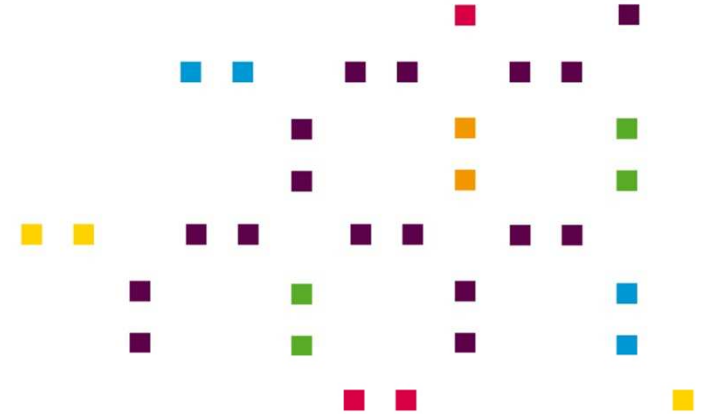
- Grow and retain audiences
- Remain relevant & challenging
- Improve experience and ‘public value’
- Improve impact and benefit to wider social goods
- **BUT not** just polling opinions...

Key problems for visitors studies



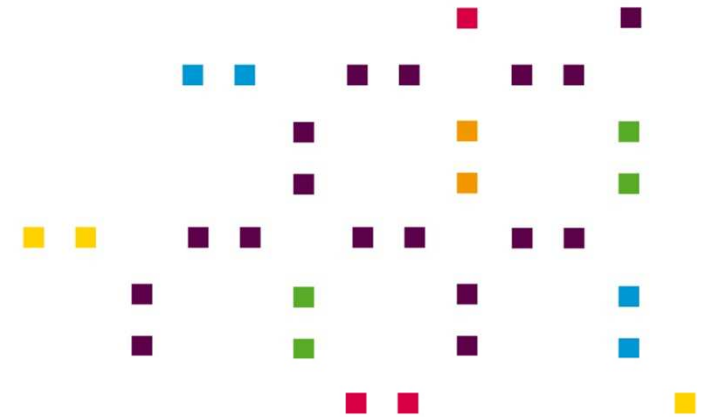
- For best results, include non-visitors
 - Expensive
 - Can seem less relevant/fruitful
- For value, strong methods required for best impact
 - Expensive
 - Not agreed: depends on value to who

The CASE programme



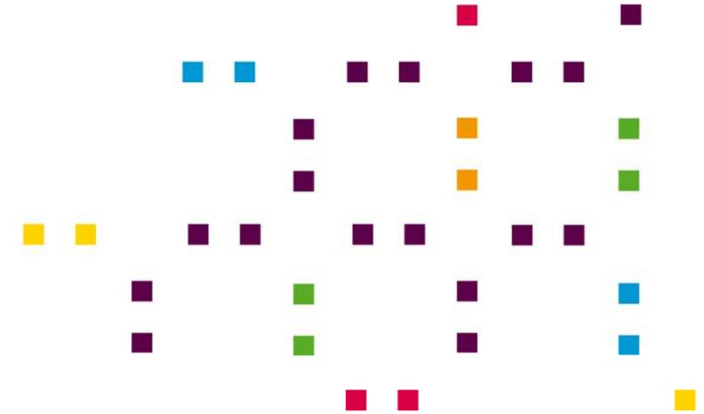
- **Culture and Sport Evidence Programme**
- Joint with ACE, MLA, EH & Sport England
- Originally £1.8M over 3 years
- Major flagship study: *Drivers, Impact and Value of engagement*
- Marshalled **data**: *local and regional insights*
- Marshalled **research**: *the CASE database*

Learning from CASE



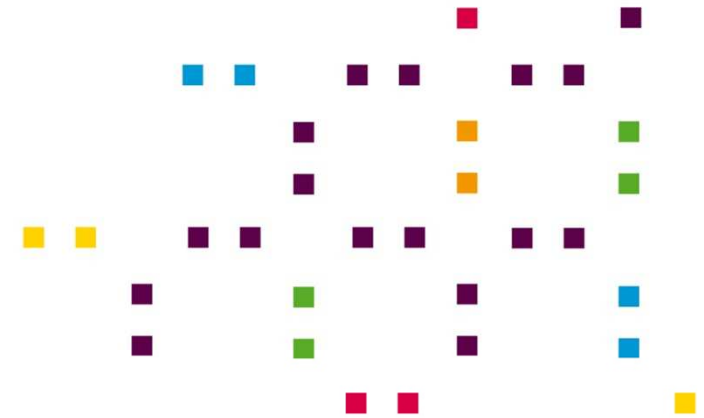
- Collaboration brings better value for money
- Compromise forces a focus on the strategic
- A single voice better than multiple
- CASE can now collaborate with others = greater gains

The CASE approach



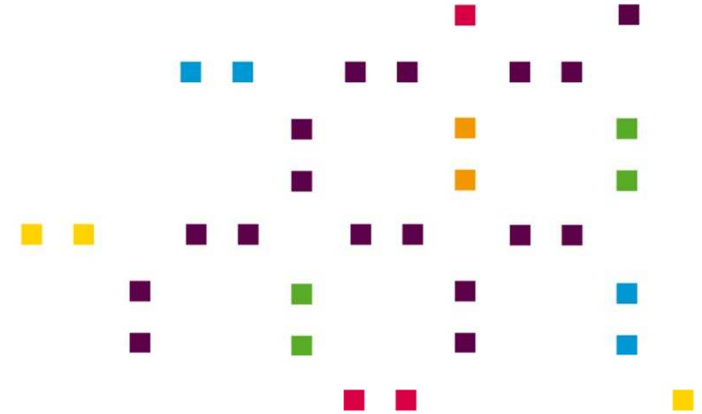
- Getting more with less:
 - Reuse available data (analysis cheaper than fieldwork)
 - Be clear about what you don't know and what you need to know
 - Buy fieldwork together
 - Don't commission anything for less than £20K

Example 1: Reusing data



- The drivers of engagement: Taking Part with asset data and local area data
- The impact of engagement: systematic review of published research
- The value of engagement: using the British Household Panel data from 1990-2002

Example 2: Clarity on needs



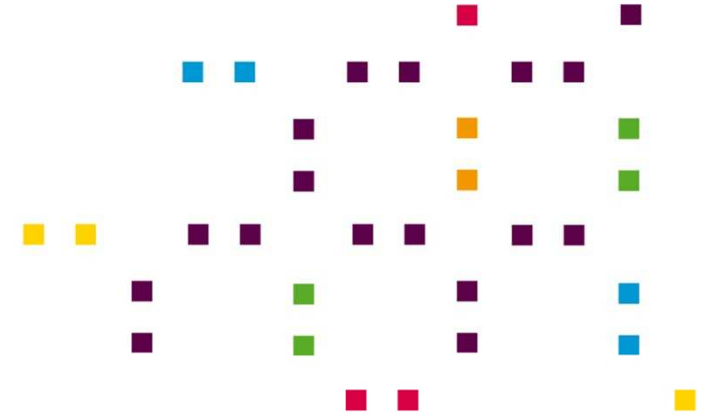
- Drivers of engagement: a model of engagement
- Identifies path to becoming a visitor
- Clearly defined factors
- Clear understanding of what we know
- Clear sense of what is unknown & what is important

Example 3: Buy fieldwork together



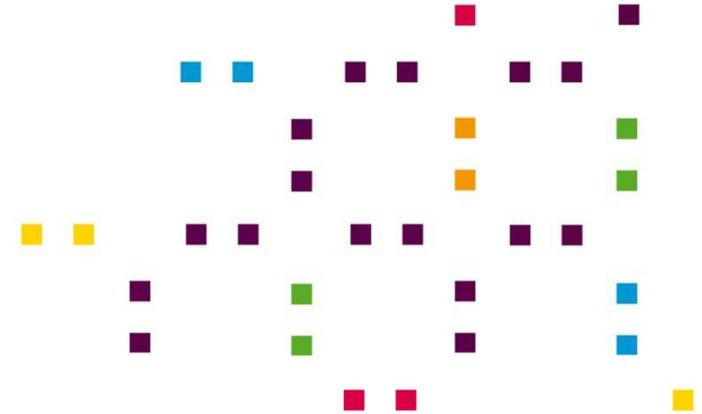
- Taking Part: covers five different sectors, includes data on wellbeing, civic action etc
- £1.3M pa, would be ca. £5M separately
- Benefit of understanding engagement in context

No cheap commissioning



- Good research takes time & good people
- Poor evidence is a waste of money
 - Findings are unclear
 - Findings are clear (but wrong)

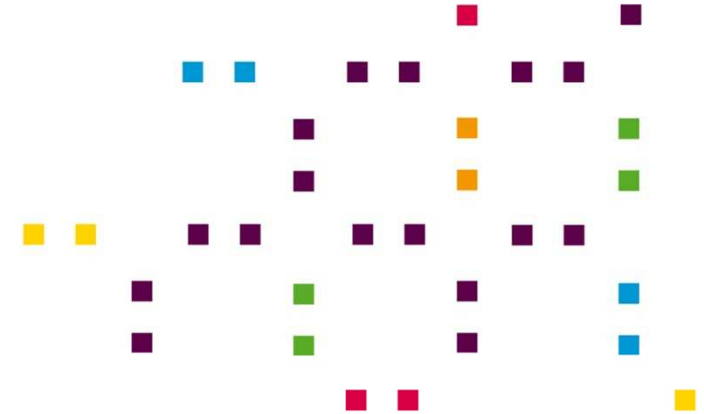
The cons of collaboration



- Takes people time (lots) & some money
- Compromise & commitment
- Must have joint priorities
- For best results, consistent approaches

- We can help, but **you** need to tell our ministers
- And tell us what you need case@culture.gsi.gov.uk

CASE website & resources



www.culture.gov.uk/case

CASE database

CASE regional and local insights

& more...

case@culture.gsi.gov.uk