

Making Data Work For You: Strategies and Approaches for Arts Council Funded Organisations



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- 20+ years' experience in the arts and cultural sector
- Specialise in data protection compliance (UK GDPR), evaluation and insights, and audience research
- Work with arts, cultural, and heritage organisation to improve data confidence
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Session Goals

- Exploring data sources
- Challenges of not having a data strategy
- Benefits of a strategic approach
- Evaluation frameworks
- Understanding ACE's Illuminate platform and survey





Organisational data

Fantastic data and where to find it



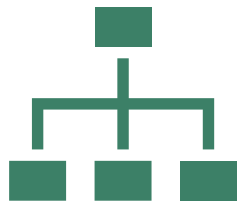
Activity



Audiences



Workforce



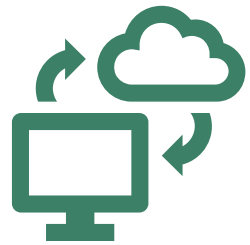
Operational



Financial



Fantastic data and where to find it



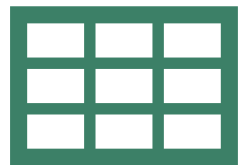
Systems



**Surveys,
Forms,
Case
Studies**



Digital



Spreadsheets



Reports



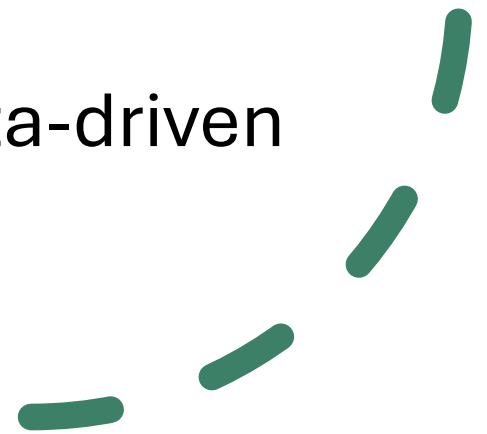
What happens when you don't have a plan

- Data collection is not strategic
- Missed opportunities to collect data and deepen your understanding
- Inconsistent data collection across teams/projects
- Difficulty in measuring success or progress over time
- Inability to respond quickly to requests for specific data



Why a data strategy is essential

- Helps you evidence your organisational impact
- Creates a clear process for data collection and use
- Ensures consistency in reporting and sharing with stakeholders
- Increases efficiency and reduces errors or missed data
- Helps you make informed data-driven decisions

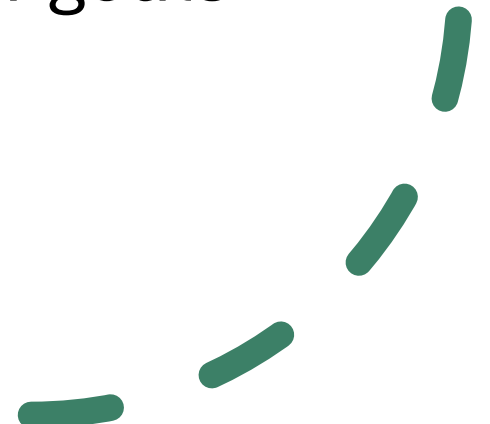




Evaluation Frameworks

Understanding Evaluation Frameworks

- Roadmap
- A structured approach to gathering, analysing, and interpreting data
- Helps you track progress, understand what's working or not, and make improvements based on clear goals and evidence



Planning your evaluation framework

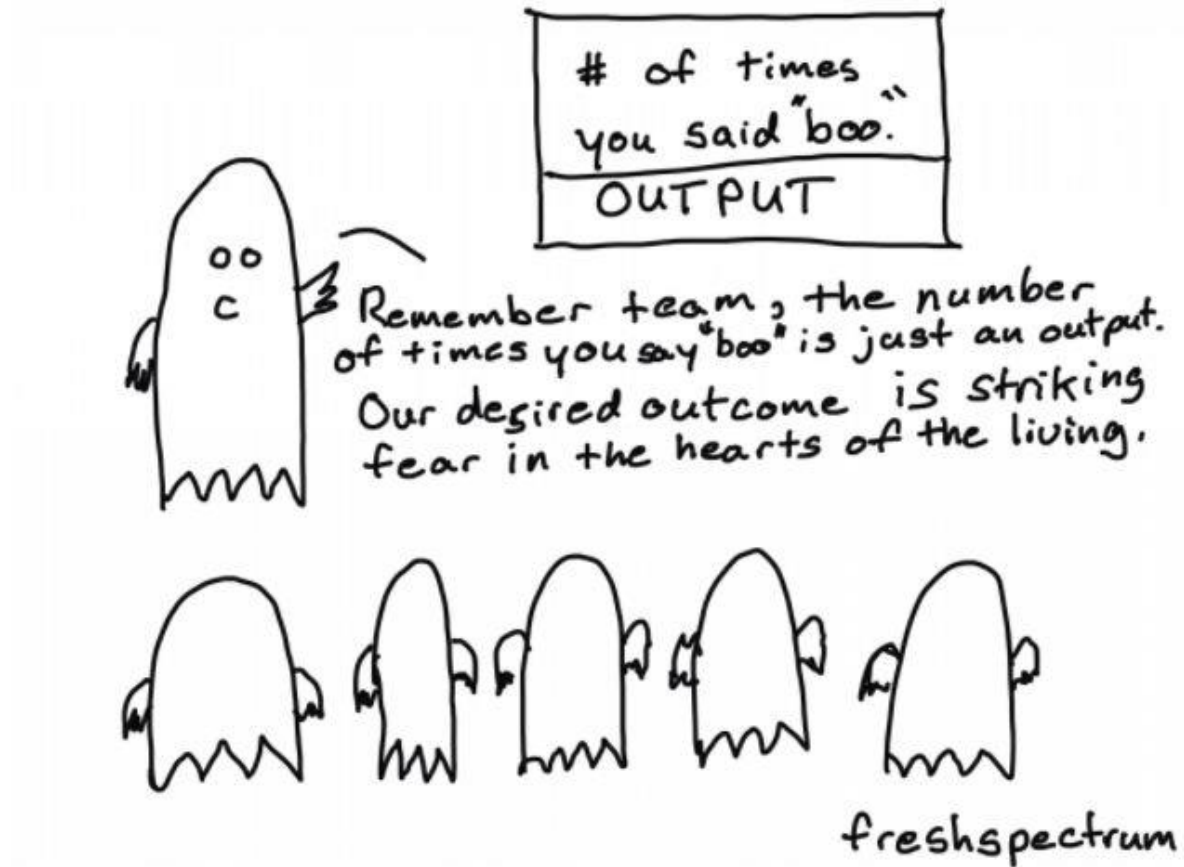
1. Identify key stakeholders
2. Involve key staff
3. Clarify organisational goals and priorities
4. Review current data practices
5. Determine evaluation purpose and scope
6. Design the evaluation framework
7. Assign clear roles and responsibilities and provide training and resources
8. Launch the evaluation framework
9. Make evaluation part of the routine process
10. Regularly review and update

Audit your data (steps 2-5)

- What data do you **need** to collect?
- What data are you collecting and how?
- Is there any duplication of work?
- Are you undertaking any unnecessary data collections?
- Is there any data you should be collecting but aren't?
- What resources do you have available?



Output vs Outcomes



Creating an evaluation framework (step 6)



Strategic Goal	Objectives	Desired Outcomes	Outputs to be Developed
Type of Measure	Output Indicator	Outcome Indicator	Collection Method
	Targets	Strategy / Funder Mapping	



Embedding your evaluation framework (steps 7-10)

- Create accompanying resources and processes
- Provide necessary training
- Share the evaluation framework
- Keep on top of data collection
- Regularly share results and learnings
- Review and refine the evaluation framework as needed



Questions





Sign in to Illuminate.

Welcome to the portal for Illuminate. Please enter your details below to login.

Remember me?

[Forgot your password?](#)

ACE's Illuminate Collection

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What is Illuminate?

- ACE's audience data platform developed with PWC
- NPOs, IPSOs, and CPPs must report on their activities and audiences
- Audience surveys mandatory for CPPs but not for NPOs or IPSOs (though would encourage you to collect)
- CPPs must also use Impact & Insights Toolkit



Key Information

- Report quarterly through the platform
- Everything is at event/activity level
- Spektrix and Ticketsolve are integrated
- Ticketsolve soon to be integrated
- General API available
- Audience survey can be via the platform
- Use another survey platform and upload your data



Organisations exempt from the audience survey

- Solely touring
- Business to business
- Focused on artist/talent development
- A publisher
- Those whose audiences/participants are under 16 or vulnerable adults



Audience Survey Overview

- Survey at event/activity level
- Survey template available in platform
- Mandatory questions
- Optional questions
- Sample size



Surveying using the Illuminate platform

Pros

- Free (and you need to use it anyway)
- Template available
- Data goes directly into platform

Cons

- Might not be able to include the questions you want
- Cannot add data capture question
- Limited space for explanatory text



Surveying using another tool

Pros

- Ability to including additional questions and explanatory text
- Can incentivise
- Flexibility to take part in other research

Cons

- Cost
- Need to upload data to Illuminate





**Uploading audience survey data
successfully**

Survey build

- Make sure the mandatory questions and answer sets match **exactly**
- Decide if you want ACE's mandatory questions to be mandatory
- Determine if you need to include all the mandatory event questions
- Be prepared to undertake manual data formatting



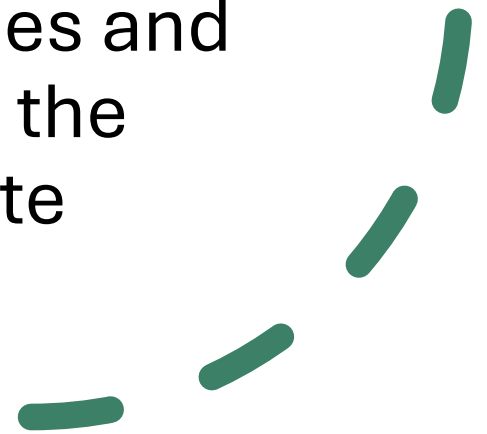
Getting your data ready for upload

Download the template from the platform

Do **not** change its name

Cut and paste

Download your survey responses and cut and paste the answers into the relevant column on the template



Filter is your new best friend



The screenshot shows the Microsoft Excel interface with a data table. The ribbon is set to 'Home'. The table has columns labeled 'Question Name', 'B-Q1', 'B-Q2', 'B-Q3', 'B-Q4', 'B-Q4-Comment', and 'B-Q5'. The first row contains question text, and the second row contains response dropdown menus. A 'Filter' menu is open over the table, showing options: 'Sort A to Z', 'Sort Z to A', 'Custom Sort...', 'Filter', 'Clear', and 'Reapply'. The 'Filter' option is highlighted.

Question Name	B-Q1	B-Q2	B-Q3	B-Q4	B-Q4-Comment	B-Q5
Question Text	On which date did you attend?	At which time did you attend?	What is your age?	With which ethnicity do you identify?	With which ethn **Prefer to self-c	Do you identify as a Disabled person, or health condition?
Responses						



Formatting your data

Event information

- If you haven't included all the mandatory event questions, you'll need to add the detail
- If you did include them but didn't make them mandatory, you'll need to remove any blank responses



Formatting your data

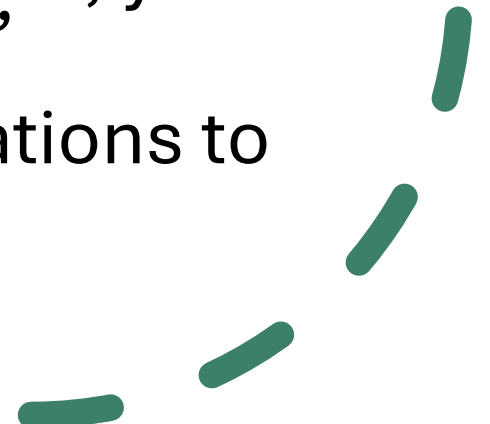


Types of Audience

- Group Size and Age needs to be numerical data
- Need to replace words with numerical values
- If left blank, you'll need to add a zero

Demographics

- If you have any blank responses, you'll need to add 'Prefer not to say'
- You'll need to edit the occupations to exclude the description

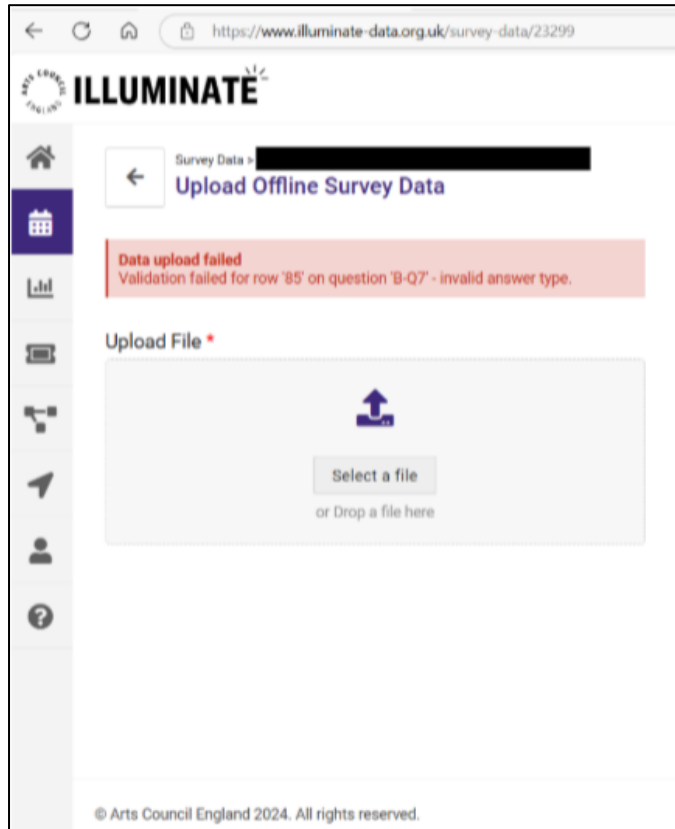


Uploading your data

- Save the formatted template
- Upload your data to the corresponding 'event/activity' within the Illuminate platform



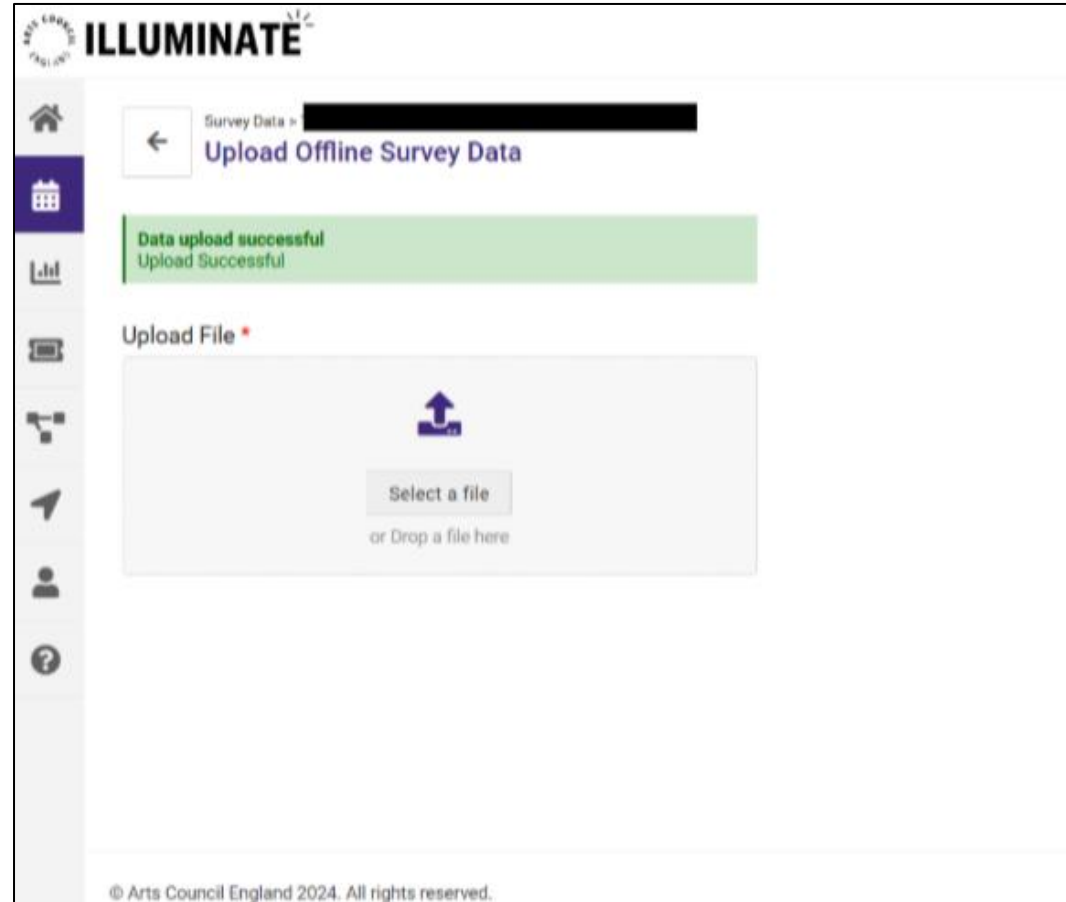
Fix any errors



- Errors are presented one at a time
- If it's something to do with formatting, go back to the template and fix any associated errors before trying to re-upload



Successful upload



Challenges you may face

- Repeated errors – if you get these, take steps to fix them before you try to re-upload
- If you can, fix them in your survey build
- Too many responses - requiring you to cut the data into multiple uploads





Useful resources

- Illuminate FAQs
- Training guides within the platform
- PWC Helpdesk
- Kate Fitzgerald Consulting Limited on LinkedIn



Questions

