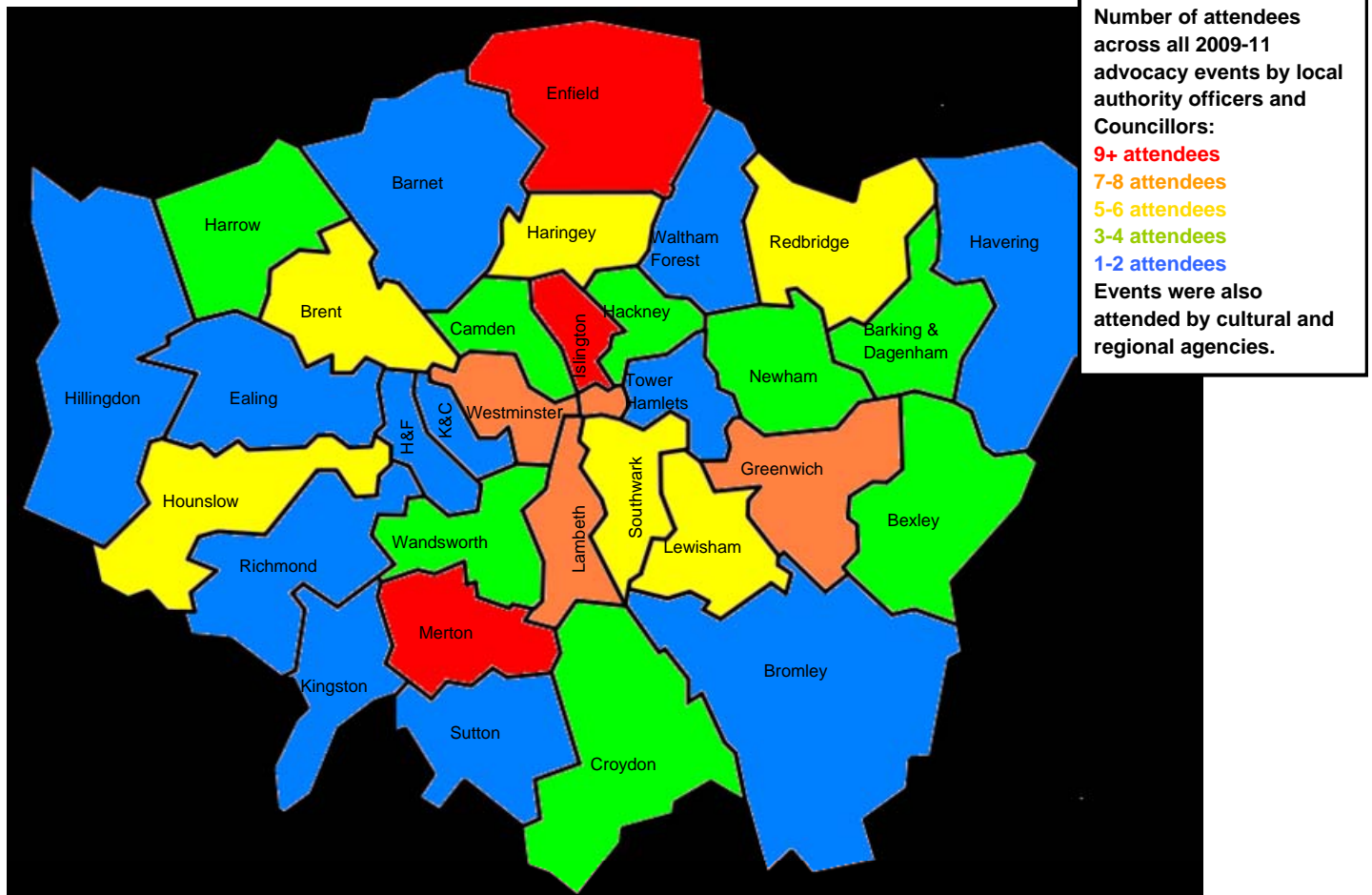


Evaluation Summary: Advocacy Events

Introduction

The London Cultural Improvement Group worked with partner agencies to deliver a range of large-scale advocacy events on the role of culture in London. Seven events were held between September 2007 and March 2011: Culture Connects (September 2007), Towards an Excellent Service (June 2008), Understanding Strategic Commissioning (April 2009), Regeneration & Culture: Shaping London's Future (June 2009), The Case for Tourism (September 2009), The Future of Cultural Services (September 2010) and Community Engagement & Public Consultation (March 2011). The events were attended by representatives from across London boroughs (councillors, heads of service and officers) as well as representatives from cultural agencies (MLA London, MLA Council, Arts Council, Sport England, London Councils, Audit Commission, London Parks and Green Spaces Forum and Visit London). This heat map depicts the level of attendance by local authorities at the events held in 2009-2011.

Advocacy Events Heat Map 2009-2011



Methodology

The evaluation for the events was conducted using either a form given out to attendees during the event or by sending round an electronic survey monkey after the event. Different methods were used to try and increase the likelihood of participants responding but ultimately there were very low levels of response to both methods, as demonstrated below:

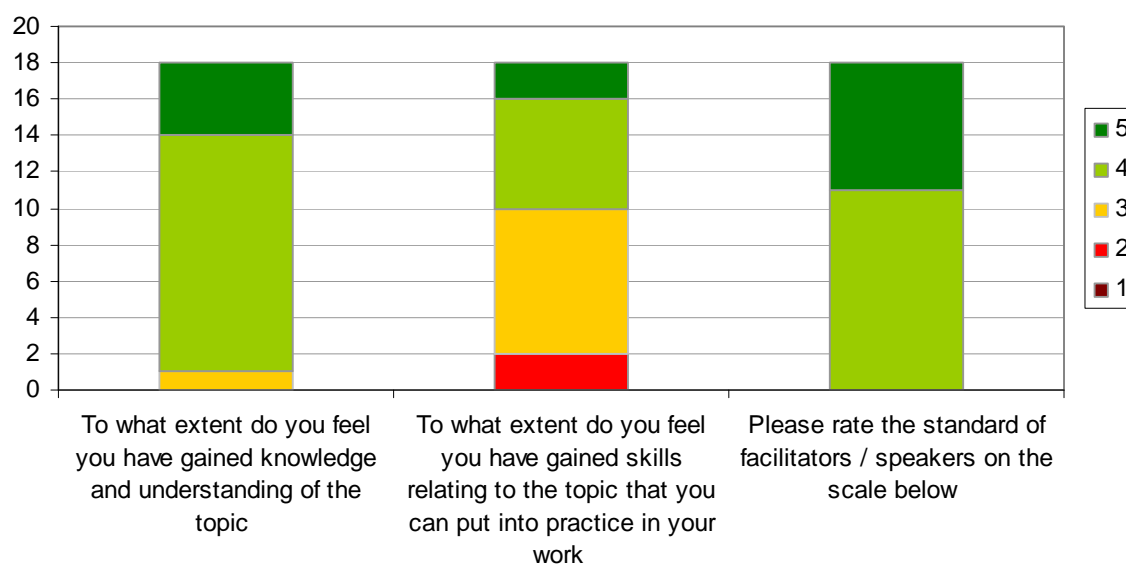
Event	Number of attendees	Method of collection	Number of evaluation forms completed
Understanding Strategic Commissioning (April 2009)	40	Paper form	18
Regeneration & Culture: Shaping London's Future (June 2009)	30	Survey Monkey	1
The Case for Tourism (September 2009)	37	Paper form	0
The Future of Cultural Services	52	Survey Monkey	4
Community Engagement & Public Consultation	60	Survey Monkey	TBC

The attendees were asked: to rate to what extent they had gained knowledge, understanding and skills; to rate the standard of facilitators; to identify actions they would take as a result of the event; and to comment on the content and organisation of the event.

Summary of Event Evaluation

The highest level of responses was for Understanding Strategic Commissioning (April 2009). Participants were asked to rate various aspects of the training on a scale of 1=not at all/poor to 5=completely/excellent, represented in the graph below:

Understanding Strategic Commissioning (April 2009)



Out of 9 comments on the content of the event 6 were positive and an additional 2 participants commented that they would benefit from further training and/or support. 13 participants identified actions that they would take as a result of the event, which included actions such as feeding back to colleagues (7) and looking into the implementation of the strategic commissioning model (7). Only one participant responded to the online survey for Regeneration & Culture: Shaping London's Future, which was an entirely positive response: all the ratings were at the highest level and all comments were positive.

Due to the poor response levels to evaluation forms and survey monkeys across the events it is difficult to draw any meaningful conclusions about the overall impact of these advocacy events but we have had informal and anecdotal feedback that suggests they were well received and useful. The combination of lack of take-up by some boroughs; the unpredictability of take up and last minute cancellations; and the difficulty of evaluating these events prompted the London Cultural Improvement Programme team to review the choice of running so many large-scale events as the best form of advocacy. Part of the advocacy budget was repurposed to develop case studies. "The Future of Cultural Services" was largely delivered through match funding from GLA and MLA Council and "Community Engagement & Public Consultation" was delivered using combined funding from the advocacy and the CSIT budget as it was an area of development identified in 20 CSIT self-assessments and run as a learning day as well as advocacy.