



EVALUATION FRAMEWORK

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About Local Voices, Creative Choices

Local Voices, Creative Choices is an ambitious two-year programme that will develop the cultural life of Worcester.

Eight city partners are coming together to make tangible benefits for communities, emerging artists and audiences. The project has three elements:

- Produce a thriving new creative quarter** around the Arches, Angel Place and Scala
- Present inspirational festivals with the input of communities across Worcester.** A new, city-wide approach to commissioning arts professionals is being developed, and locally distinctive festival events are being created in collaboration with communities across Worcester
- Support a skills and talent development programme for students and emerging creatives and artists.** New opportunities for learning and networking are being made for students in Further and Higher Education as well as early career artists, with the goal of retaining more young people working in creative industries in the city.

The programme runs from autumn 2025 until September 2027.

Local Voices, Creative Choices Partnership

Local Voices, Creative Choices is a partnership between Severn Arts, Scala Arts Centre, Worcester Mela, University of Worcester, Heart of Worcestershire College, Worcester Community Trust, Worcester City Council and Worcestershire County Council.

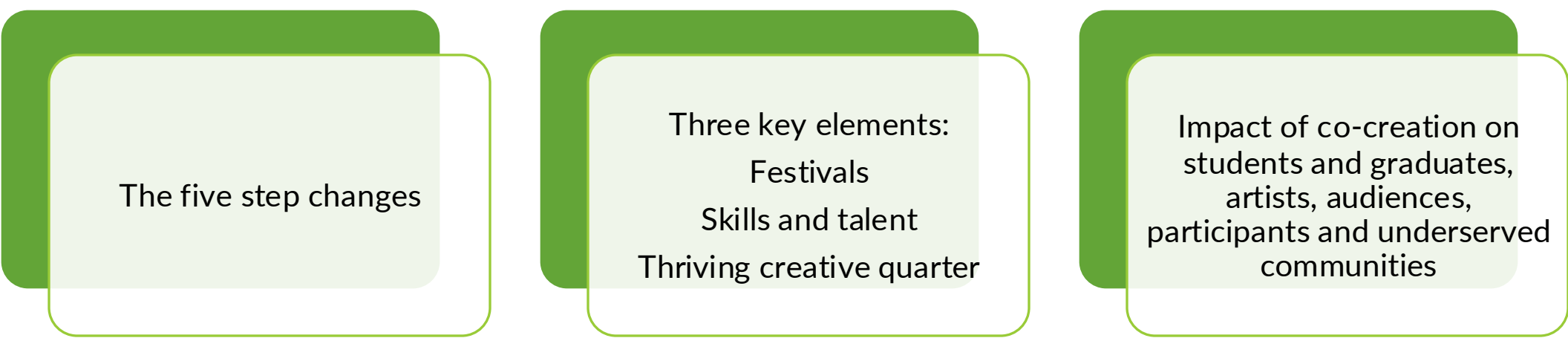
About the Evaluation Group

The evaluation group is made up of representatives from three of the Board organisations:

- Olivia Toye, Advanced Public Health Practitioner (Creative Health and Community Intelligence), Public Health, Worcestershire County Council
- John Cussans, Art and Psychotherapy Course Lead, Arts & Health Research Group, University of Worcester
- Cate Rose, Research Fellow & Evaluation Team Health Sciences, University of Worcester
- Elaine Knight, LVCC Programme Director, Severn Arts
- Rachel Smith, LVCC Programme Producer, Severn Arts

What are we evaluating?

How successful has the LVCC programme been in **developing the cultural life of Worcester**, through:

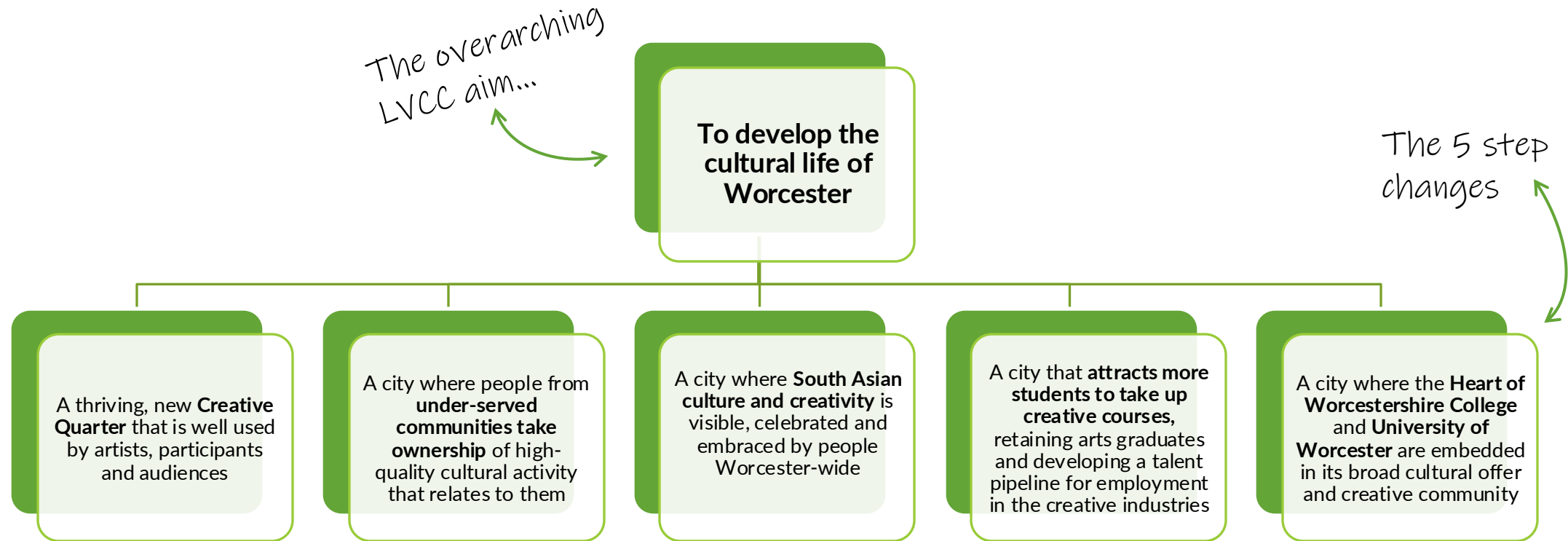


The five step changes

Three key elements:
Festivals
Skills and talent
Thriving creative quarter

Impact of co-creation on
students and graduates,
artists, audiences,
participants and underserved
communities

Developing the 'Theory of Change' Framework



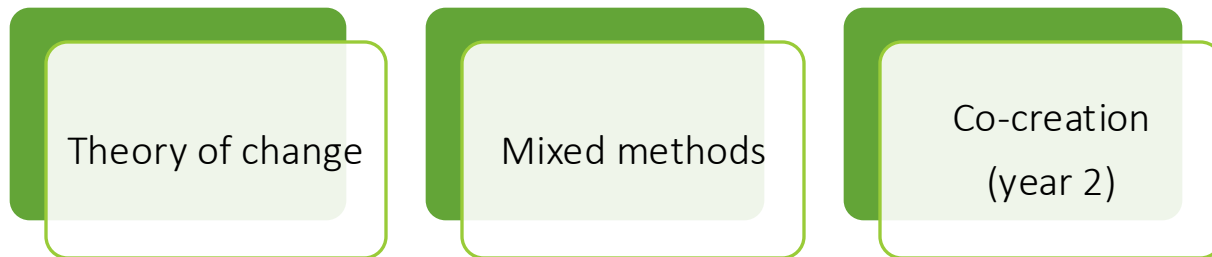
Theory of change workshops were held for each step change with the relevant programme leads. These individual logic models informed the overarching LVCC theory of change. See all ToC logic in section 2.

Evaluation Approach: Theory of Change (ToC)

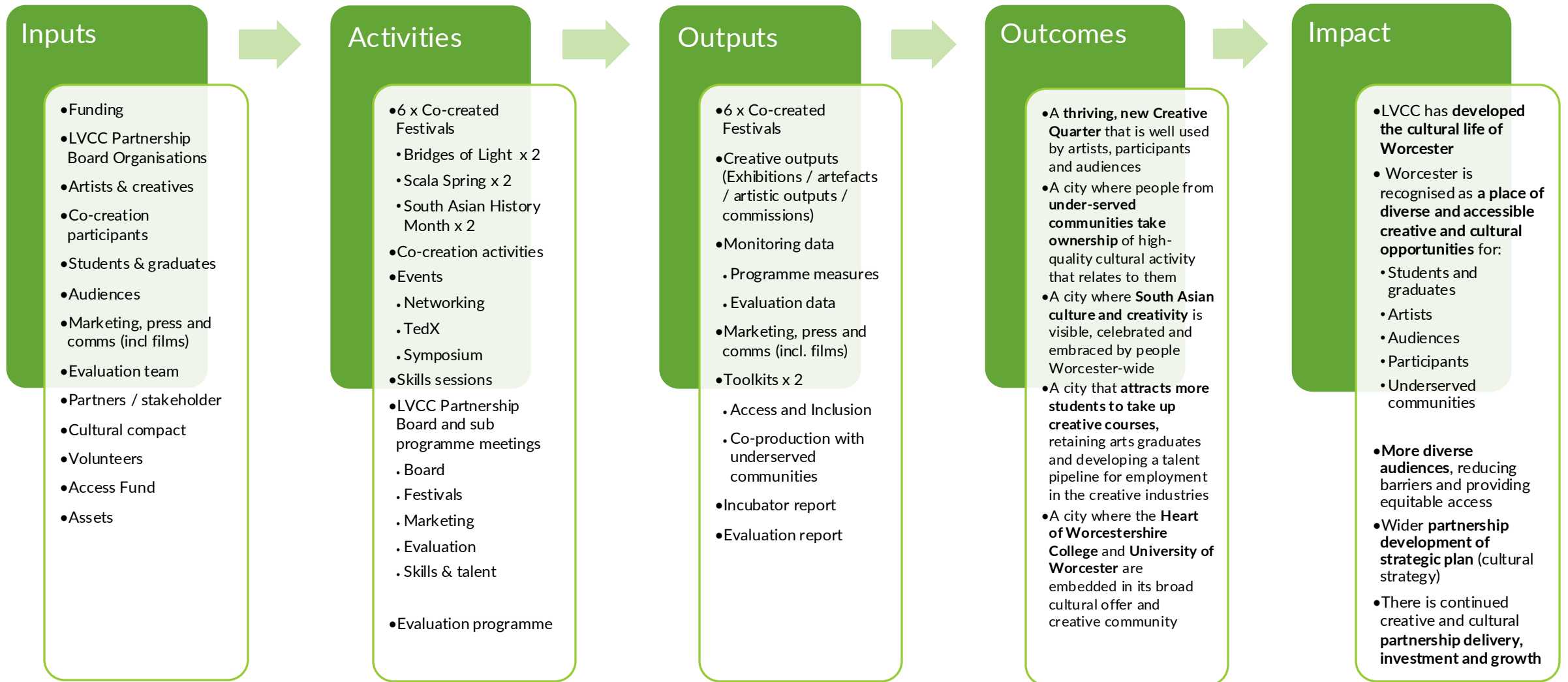
Using the **theory of change methodology**, we will evaluate LVCC's aim of developing the cultural life of Worcester through:

- The five step changes (and their pre-determined measures set out in the bid)
- Workstreams: delivery of the six festivals, the skills and talent development strand and the development of a thriving creative quarter
- Impact of co-creation on students and graduates, artists, audiences, participants and underserved communities

Evaluation Approach



LVCC Theory of Change: To develop the cultural life of Worcester



Programme Measures

Step change	Measure (pre-determined in the bid)	Method/Data collection	Additional Measures
A thriving, new Creative Quarter that is well used by artists, participants and audiences	83,550 audiences/visitors by 2027 2k+ mass participation co-creators 80% using Creative Quarter say they will return	Foot fall counter Programme measure Audience survey	Festival or event specific - Marketing, press and comms (incl. digital reach) - Volunteer hours / postcodes - Stakeholder involvement – businesses / cultural compact
A city where people from under-served communities take ownership of high-quality cultural activity that relates to them	900+ co-creation participants from Index of Multiple Deprivation (IMD) areas 1 & 2 - Festival attendees from these areas increase 15% by 6th festival - Best practice process produced for WCT & partners re: co-creation 80% co-creation participants say workshops accessible; developed confidence; increased cultural appetite; grew pride in creating festival artwork	Programme measure Audience survey + measure Toolkit/process Participant Survey / Most Significant Change	
A city where South Asian culture and creativity is visible, celebrated and embraced by people Worcester-wide	20,310 participants, visitors & audiences SAHM - Events daily in South Asian heritage month - South Asian festival audiences report greater awareness of South Asian culture	Foot fall counter / programme measures Programme measure Audience survey	
A city that attracts more students to take up creative courses , retaining arts graduates and developing a talent pipeline for employment in the creative industries	250 students on live projects / 12 graduates on development programme - Incubator facility by 2027 80% participating students & graduates say they gained skills; feel connected to City's cultural scene & supported to stay	Programme measure Programme measure Student survey	
A city where the Heart of Worcestershire College and University of Worcester are embedded in its broad cultural offer and creative community	- By 2027, participation in live projects embedded into HE & FE arts courses - By 2027, all creative FE students report awareness of HE creative courses - Cultural Compact partners report increased collaboration with FE & HE Sector. FE & HE report feeling more embedded.	Programme measure Student email distribution Ad hoc / 360 feedback	

Methods

Methods & measures:

- Programme measures & festival specific measures
- Surveys (audience, artist, student, co-creation participant)
- Storytelling: Most Significant Change (a selection of co-creation participant)
- Co-created evaluation (year 2)
- Programme film
- 2 x toolkits will also support the evaluation
 - Co-creation with underserved communities
 - Access and inclusion
- 360 stakeholder feedback

Film – as evaluation

The short documentary film will showcase the *journey Worcester (in a placemaking sense) has gone on, from prior to CDF in 2019 to post the LVCC programme in 2027.*

It will detail the *change* in perspective and *shift* in relationship its local and student community has towards the arts and cultural opportunities and experiences the city has to offer.

Storytelling: Most Significant Change

MSC is storytelling methodology that ask participants to share their own experiences of an activity / intervention and describe what significant change (if any) has occurred for them personally. This can capture wider / unintended outcomes.

Evaluation & Outputs Timeline

Year 1:

- Evaluation workshops x 5 ✓
- Evaluation framework ✓
- Create surveys – templates ✓
- Post BOL / Winter Festival evaluation summary – dashboard ✓
- Post SCALA / Spring Festival evaluation summary – dashboard
- Post SAHM evaluation summary – dashboard
- Skills and Talent development - dashboard
- Year 1 report (August 2026)

To action mid Year 1– with programme leads:

- Co-creation panel / workshops set-up
- Consider co-created evaluation for year 2 festivals

Year 2:

- Co-created evaluation workshops
- Post BOL / Winter Festival evaluation summary – dashboard
- Post SCALA / Spring Festival evaluation summary – dashboard
- Post SAHM evaluation summary – dashboard
- Skills and Talent development - dashboard
- 360 stakeholder feedback (Cultural Compact, businesses, partners) – summary
- Final Report & Film (October 2027)

Clarifications

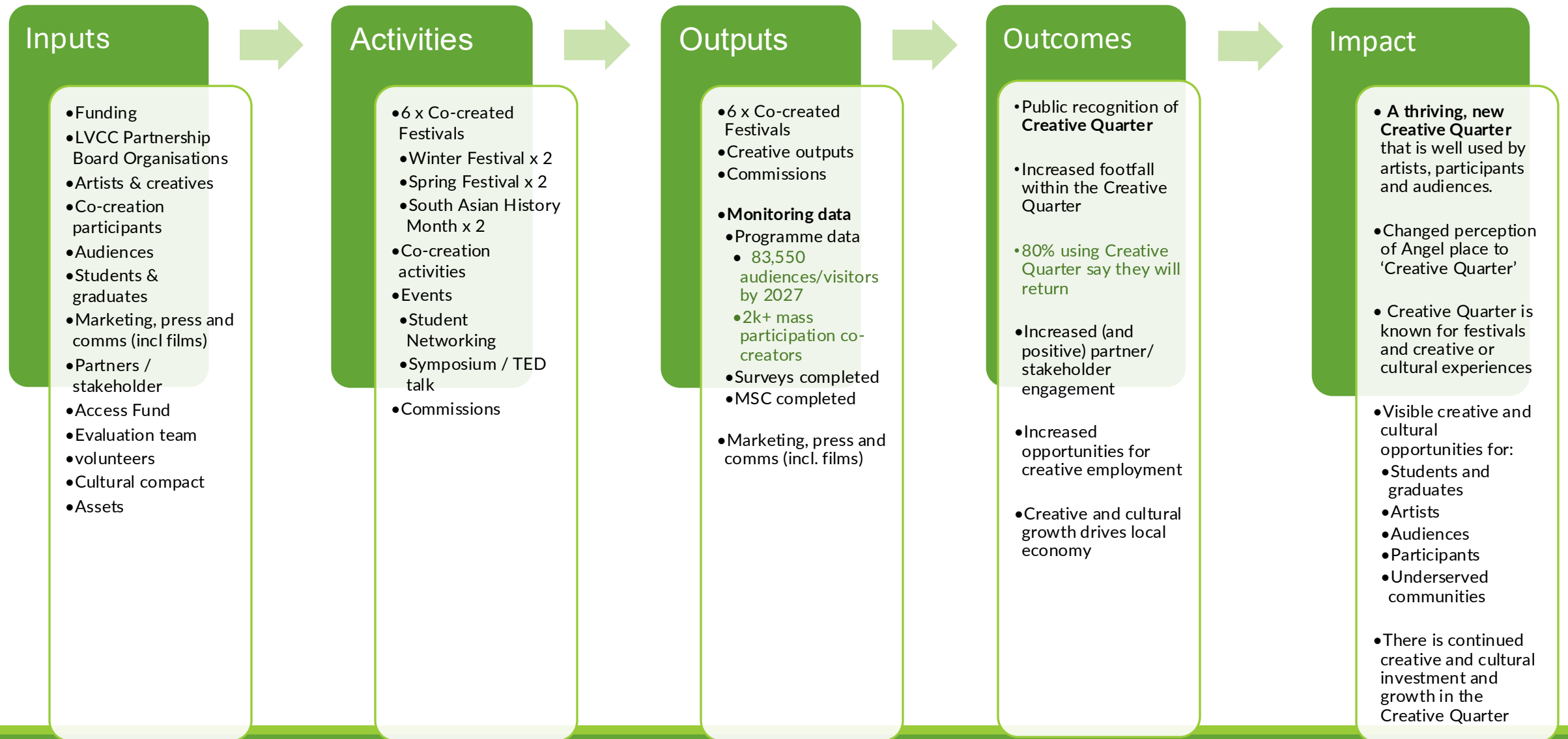
- 1. Language:** The initial ToC workshops identified several queries over chosen language reflecting the aim of the step changes. Language is important and the following terminology needs to be clarified:
 - “A city where people from underserved communities have opportunities to **take ownership** in high quality cultural activity that relates to them” - In the context of LVCC, the term ‘takes ownership’ refers to creative ownership of the cultural activity and co-creation opportunities available because of LVCC.
 - “A city where South Asian culture and creativity is visible, celebrated and **embraced** by people Worcester-wide.” – In the context of LVCC the term ‘embraced’ refers to South Asian creativity and culture as being embedded in the wider cultural offer.
- 2. Accessibility and Inclusion:** The need for a clear, shared understanding of what we mean by accessibility and inclusion – the programme has two key elements addressing accessibility:
 - Access and inclusion brief- emerging creative to create an accessible festivals toolkit.
 - An accessibility fund to support co-creation participants with things like travel costs and childcare.
- 3. Skills and Talent Development:** The group questioned whether the skills and talent development opportunities can also be made available (via specific work to enable this) to early career creatives from underserved and South Asian communities – in addition to the focus on HoW and UoW students. Alongside creative skills from participation and volunteering opportunities, identifying future opportunities for creative skills development will be an impact from this work for both communities.
- 4. Who are we trying to impact at place? Worcester based:**
 - Students & graduates
 - Artists & creatives
 - Audiences
 - Participants
 - Underserved communities
- 5. Definition of co-creation:** A shared definition of co-creation was developed for the context of LVCC



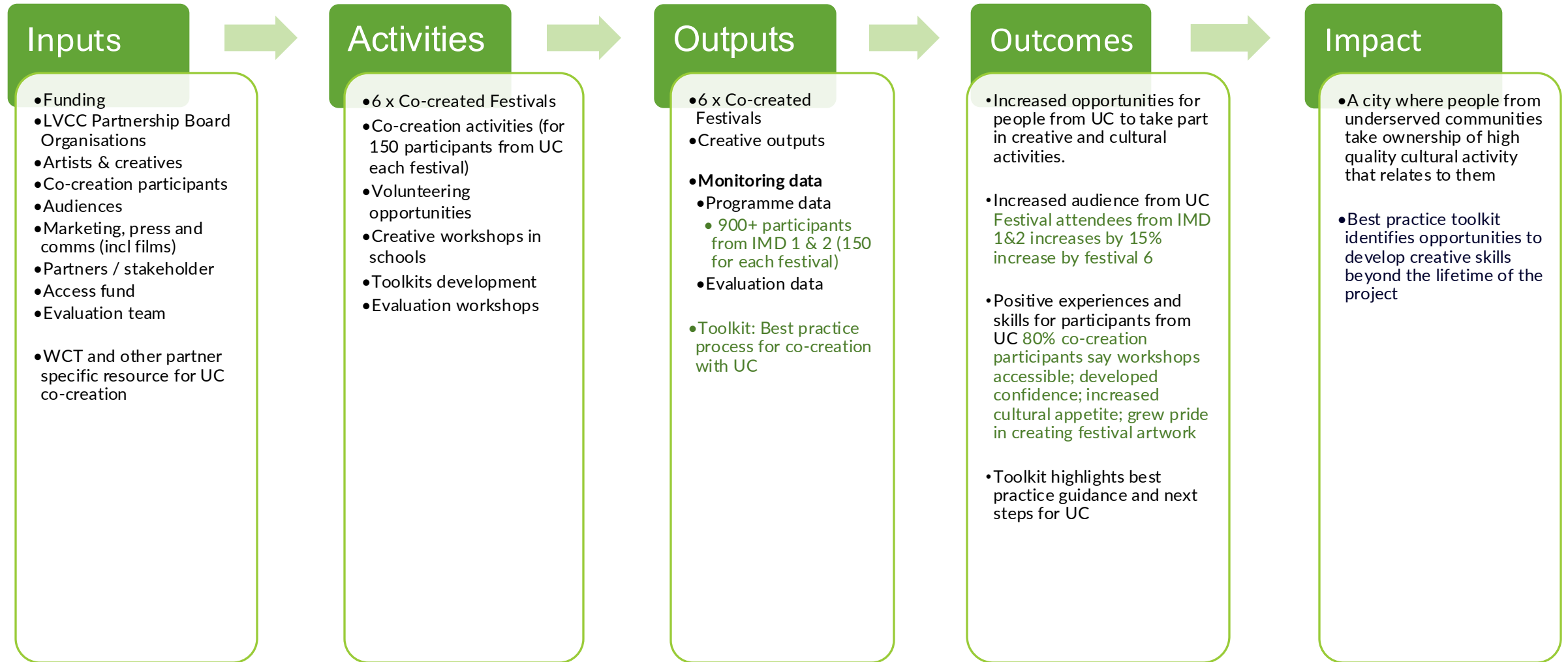
Local Voices
Creative Choices

Development: 5 Step Change Logic Models

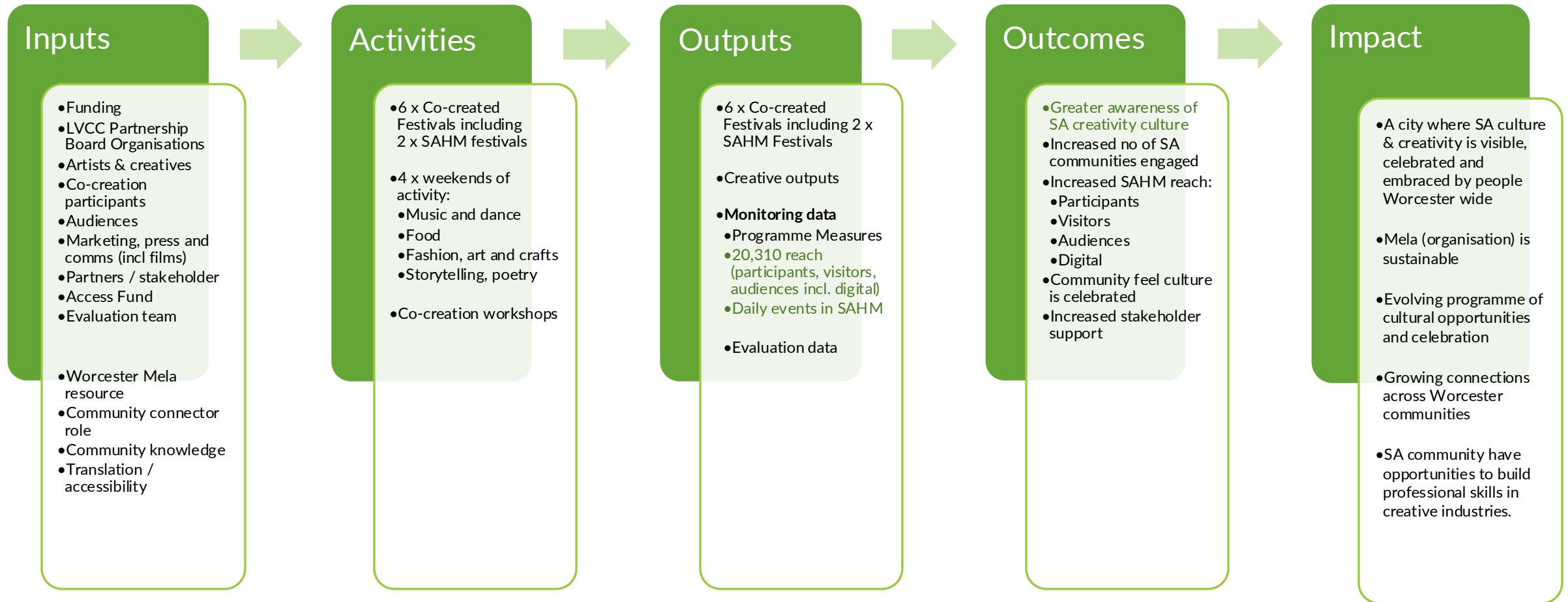
Step change: A thriving, new Creative Quarter that is well used by artists, participants and audiences.



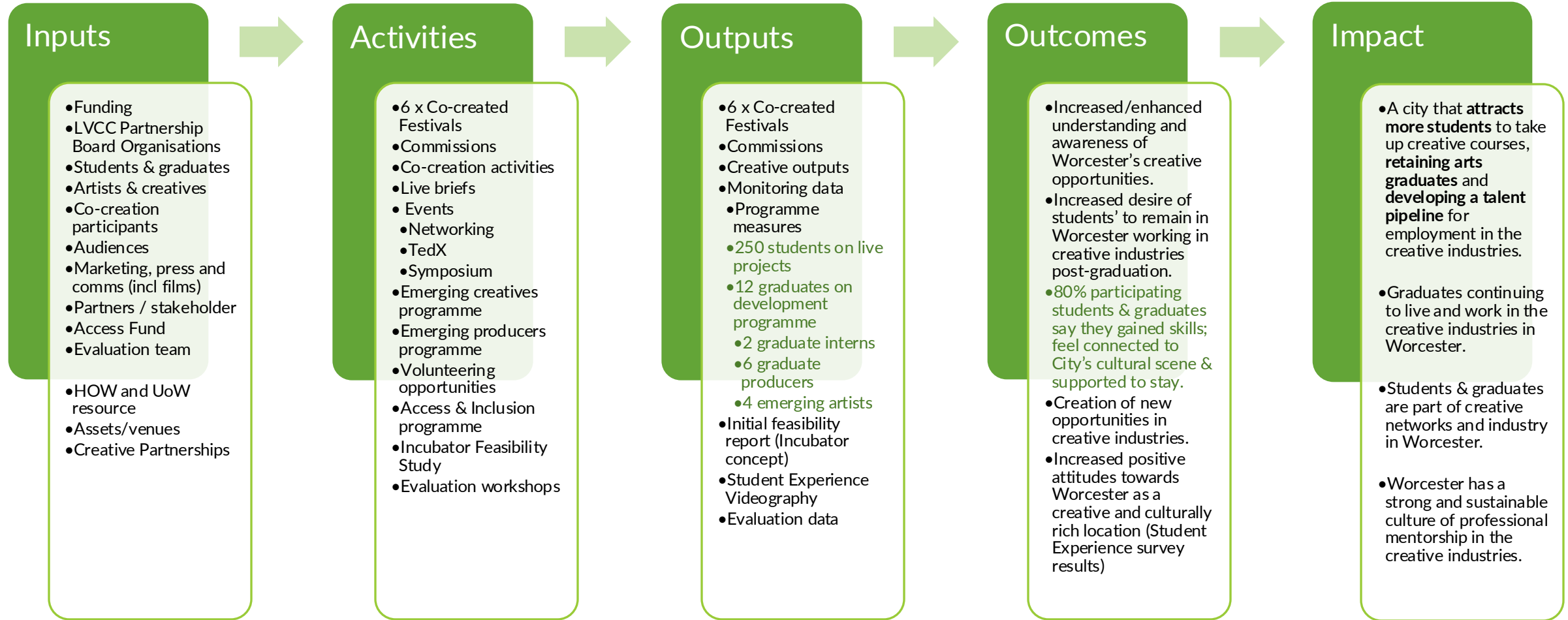
Step change: A city where people from **under-served communities** take ownership of high-quality cultural activity that relates to them.



Step change: A city where **South Asian culture and creativity** is visible, celebrated and embraced by people Worcester-wide.



Step change: A city that **attracts more students** to take up creative courses, **retaining arts graduates** and **developing a talent pipeline** for employment in the creative industries.



Step change: A city where the **Heart of Worcestershire College (HoW)** & **University of Worcester (UoW)** are embedded in its broad cultural offer & creative community.

