

## **Who evaluates UK Cities and Capitals of Culture?**

### **AUDIO CLIP TRANSCRIPT - Types of evaluation**

#### **Mark Scott, Research Fellow at Warwick Business School**

I think it's a challenge of how you communicate what actually the evaluation can do for the city with the city. Because obviously, we committed to an impact evaluation. But the challenge is what the people, particularly the people of Coventry, they wanted a warts and all story of this is what went wrong, this is where this person made this decision on this day, which led to this happening, which then caused this, - which obviously an impact assessment is never going to reach that.

#### **Jonathan Neelands, Professor at Warwick Business School**

There's a real tension between what accountability means to national, you know, to DCMS, to government, and to the Lottery funders, and what locals want. You know, that's why you end up with evaluations that are pretty well all numbers, you know, they are all indicators, they are all, you know, they're just dominated by that rather than by stories.

But of course, what the people want is the stories. You know, they want to know what it was like for local people, what the impact was locally, how different people were impacted differently by it. And that gets squeezed out.