

## **How are UK Cities and Capitals of Culture evaluated?**

### **AUDIO CLIP TRANSCRIPT - Communicating findings**

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I'm Mark Scott, and I'm currently a research fellow at Warwick Business School. I undertook the evaluation of Coventry City of Culture. But before that, I was the Monitoring and Data Manager for the City of Culture Trust in Coventry, so the lead responsible person within the delivery organisation for evaluation.

For us, it was really important that particularly the data was open source at the end, because Cities of Culture generate an awful lot of data. That's in terms of who is participating in culture, who hasn't participated before, and the related health and wellbeing data. And this is at a population level, as well as the different event levels.

So being able to have that as a resource for other researchers, in the future, being able to access it, was really important to us. And there was within the team, the core M&E (Monitoring & Evaluation) team from the City Council, there was just real drive for open data and being able to have hackathons and do different events based where you could get people who've not no experience of cultural data, just getting them to play with the data and triangulate it with other sources, trend it against other sources, and just see what comes out. Just so Coventry could learn about what City of Culture had actually done. So that was really important.