

How are UK Cities and Capitals of Culture evaluated?

AUDIO CLIP TRANSCRIPT - Evaluation frameworks

Dr Beatriz Garcia, Centre for Cultural Value Associate Director

There is a real problem if we only focus on the results. And again, in the case of funders or policymakers they may always find it is disappointing. It's like, 'well, is this sufficient value for money?'

So, again, understanding what it has taken to come up with these answers - how many things cannot be explained just with a simple indicator, just with a graph - should also be really useful and a big area of responsibility for the policymakers, to understand the implications of the rules that they impose.

So I think there is a real, real opportunity. And then obviously, in terms of Evaluation Principles it's where we get to the importance of transparency - to be able to explain how we have reached that conclusion, how we trace things back: which means how we are storing information, what data is where, how we have labelled things.

We need to become very clean. Like what happens with restaurants, and the open kitchens. You don't only see the plate and the result, you actually want to see how the cooking is happening. It's time consuming but certainly offers so many more opportunities to be valued. And for people to realise, you know, the effort, the real hard work that lays behind these pretty figures and these pretty results.