

Who evaluates UK Cities of Culture?

AUDIO CLIP TRANSCRIPT - Audiences for evaluation

Dr Beatriz Garcia, Associate Director, Centre for Cultural Value

I think this is really important - the reporting. People have many different agendas with an event and their priorities are different. The core data should be the same, but it's how you are explaining the value of that data, how you interpret the data.

What you get is the mammoth report, which then is adapted by the agencies, the communication agencies, and a lot of really valuable information might be lost or a lot of nuance. So we wanted to be read, and we wanted to have the chance to reach out to these different audiences.

So we had the five thematic areas, but on the economic front, we would have a diversity of types of economic reports. Some of them were very qualitative, and it had to do with entrepreneur perceptions and how you, you know, encourage investors. Others were just the hardcore data: the numbers, the statistics and the indicators.

So, the topics could be the same, you know, you will be dealing with cultural impact, economic impact, you know, the participation impacts, but you would have the different styles: reports that were driven by the numbers and the statistics, and reports that were much heavier on the quotes and on reflections.

So obviously, when you end up with such a flurry of reports, it's also how you get people to navigate them. So how you have a website with very, very clear information about where you find what.

But no matter how much you publish, there is always more you could do. It's very important when you go down the line of publishing many reports, always put the time for the summary. So the one that is your five-, six-pager. Because people get lost, and certainly the politicians or the media, they will not take the time to read everything.