

Evaluation Strategy for Manchester International Festival

Morris Hargreaves McIntyre
Arts About Manchester

Manchester International Festival

28 June - 15 July

Biennial

50+ events across Manchester and Salford

10 premieres, 3 international collaborations

The world's first international festival of original, new work



Objectives

Build the Manchester 'Original Modern' brand

Economic development

Improve quality of life in Manchester

Transformative experiences



Objectives for Evaluation

Did MIF do what it was funded to do?

Benchmark, learn lessons, planning future

Identify the benefits delivered by MIF to publics and stakeholders

Return on investment

Justify future investment

Advocacy for the future



Objectives for Evaluation

Engage staff and stakeholders in process of evaluation

Capture the intrinsic impacts of cultural events

In a way that aligns with the 'original modern' brand



Objectives for Evaluation

In a way that is:

Timely

Robust

Affordable

Comparable

Verifiable



Process

Identify overt and covert objectives
Workshops
Interviews
Audit
Desk research



Budget

Minimum of £12,000
Present budget of £47,000



Approach



Did MIF harness the resources and create the systems and framework necessary to stage a festival?

INPUTS



Did the MIF achieve an event that meets objectives?

OUTPUTS



Did MIF provide clear benefits for a range of stakeholders and publics?

OUTCOMES



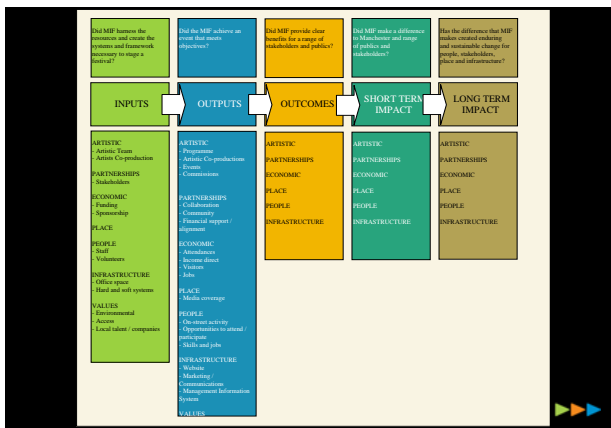
Did MIF make a difference to Manchester and range of publics and stakeholders?

SHORT TERM IMPACT



Has the difference that MIF makes created enduring and sustainable change for people, stakeholders, place and infrastructure?

LONG TERM IMPACT



Method

- Population survey
- E-surveys
- Audit
- Stakeholder interviews
- SMS instant feedback
- Future and follow-up - E-panel
- Media Audit



Measuring impact


- Need for context - what they came with
- The difference it makes
- Immediate and follow-up feedback
- Built around an empirical model
- Based on what real people say and feel




We ask thousands of people why they participate in culture...




social interaction
entertainment
to see, to do
inclusion, welcome
access, comfort, security, warmth, welcome




social interaction	Social
entertainment	
to see, to do	
inclusion, welcome	
access, comfort, security, warmth, welcome	




academic or professional interest
hobby interest
self-improvement
stimulate children




academic or professional interest	Intellectual
hobby interest	
self-improvement	
stimulate children	

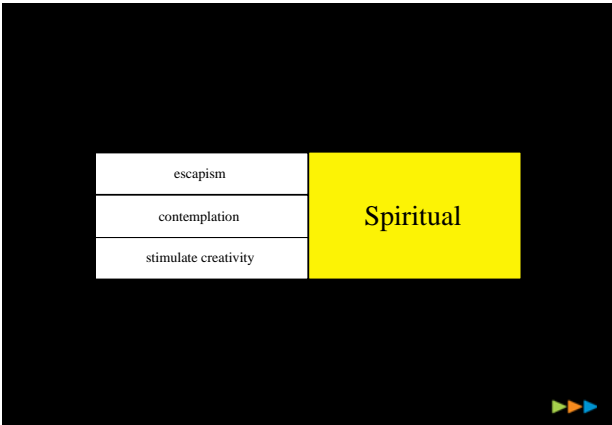
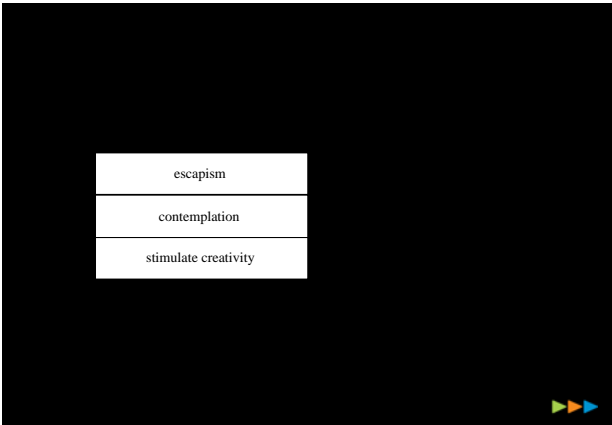


aesthetic pleasure
awe and wonder
moving
personal relevance
experience the past
nostalgia
sense of cultural identity

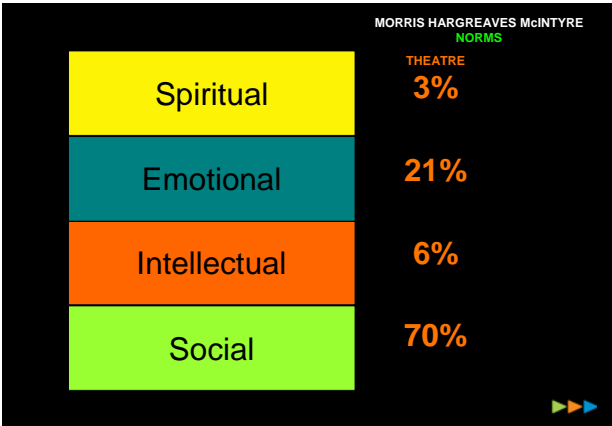
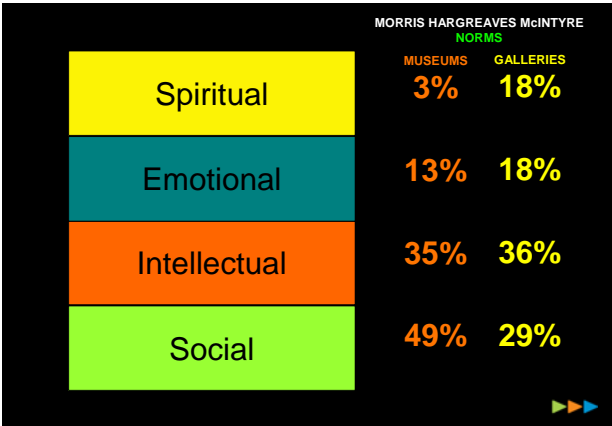
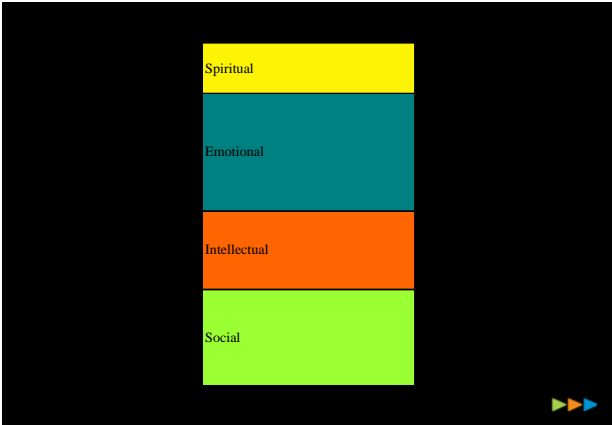


aesthetic pleasure	Emotional
awe and wonder	
moving	
personal relevance	
experience the past	
nostalgia	
sense of cultural identity	

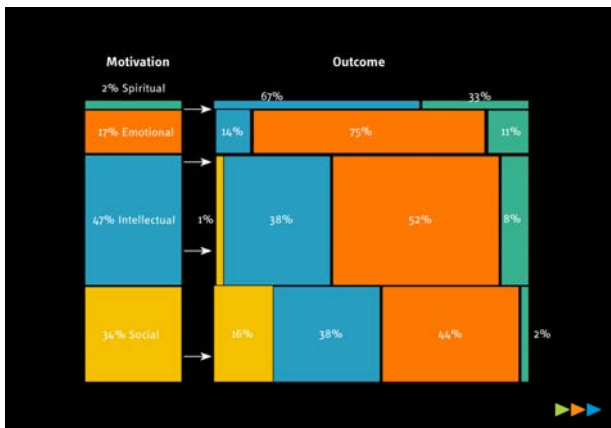
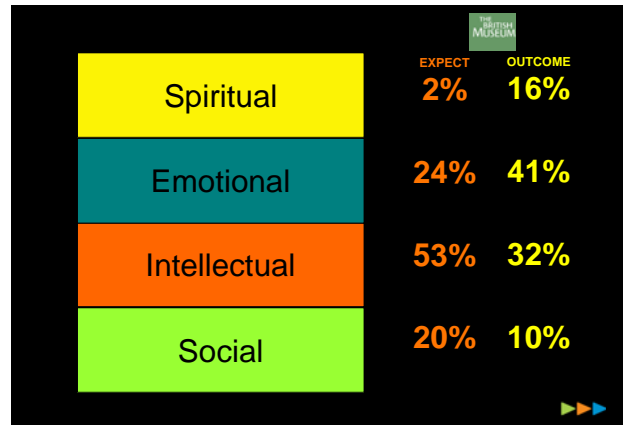




A hierarchy of visitor engagement



Outcomes



Engagement

Browser
Follower
Searcher
Researcher



Degree of Risk

Risk Takers
Cautious Gamblers
Safety Firsts

The results for EIFF

Safety Firsts up 85%

Cautious Gamblers down 30%

Risk Takers up 110%



Impact

Problems with theoretical models

Model from grass roots

Find resonant and relevant benefits

Recognise that culture meets fundamental human needs

