



CULTURE COUNTS ADVOCACY PREP



**4
PILLARS**

WHY PREP?

Culture Counts is coordinating each Core Member to meet with a MSP in September/October 2018. These meetings enable us to upskill the knowledge level of our sector with the decision makers in our parliament(s).

This Advocacy Prep document will help you prepare for your meeting. Think of it as a bit of homework to support you to gather evidence about the value of your work. We use a 4 Pillars approach to talk about value:

PILLAR 1

Social

PILLAR 2

Economic

PILLAR 3

Cultural

PILLAR 4

Environmental

HOW TO PREPARE?

Write around 50 to 100 words under each heading as listed above. It can be completed digitally and is suitable for print if you want to scribble, draw or handwrite your thoughts. Some people like to have it handy, so they can glance at it during the MSP visit!

Think about outcomes as well as output. Outputs are what you produce. For instance, our training programme resulted in 20 graduates. Outcomes are the changes that your work makes; a change that occurred because of your work. Data is always useful, but only tells part of the story. Include short stories and case studies to explain your value.

This document is for you to prepare for meetings with MSPs. We would appreciate if you share your completed Advocacy Prep with us too; as we can use the information in general discussions with decision makers.

We have set out guidelines below.

1 WHAT'S OUR SOCIAL VALUE?



Social impact is about telling the story of the changes we bring to people's lives. Some organisations will have stated aims, such as:

- to empower young people to achieve their potential
- to enable older people to play an active part in their communities
- to promote healthy eating

Social example:

“The charity Sistema Scotland works in deprived areas of Glasgow, Stirling and Aberdeen. The key findings of a recent evaluation were that participation in the programme increased school attendance and attainment rates, improved emotional wellbeing and aspirations to healthy living, and supported the acquisition of skills for work and life including self-discipline, time management and organisation.”

Evaluating Sistema Scotland – Initial Findings Report Summary

What are your social aims?

Social statement

2 WHAT IS OUR ECONOMIC VALUE?

Economic impact analysis is an effective way of demonstrating the economic contribution of an organisation, industry, or investment makes to a region or a country. There are various ways to measure economic impact:

- Direct impacts—the jobs, GDP and fiscal contributions generated by the organisation or industry itself.
- Indirect impacts—jobs and GDP supported by the organisation or sector via purchases from its supply chain.
- Induced impacts—jobs and GDP supported by the spending patterns of those employed directly or indirectly by the organisation or sector.
- Catalytic impacts—longer-term improvements in productivity and performance by companies and industries in other sectors.

Economic example:

“Recent research suggests that the economy will need one million new creative jobs by 2030.”

Nesta – The Creative Economy and the Future of Employment

Economic statement

3 WHAT IS OUR ENVIRONMENTAL VALUE?

The first step is to collect environmental data about critical workplace assets, including energy consumption and emissions data. Do you;

- Measure the carbon footprint of the organisation and make targets for reducing this?
- Measure the energy consumption and make targets to reduce this?
- Measure anything that your organisation already does to improve the environment?

Environmental example:

“Through Green Arts we are part of a network of creative individuals and organisations who together can help to alter perceptions and change society using the work we make and present, the way we operate and how we speak to the public.”

Environmental statement

4 WHAT IS OUR CULTURAL VALUE?

Cultural value is sometimes referred to as the intrinsic value of the arts, screen, heritage and creative industries. This is about how the arts, screen, heritage and creative industries expresses who we are, challenges us & entertains us.

Does your work offer your audience the means to express themselves and to be heard?

- How does your audience participate or engage with you, is it in person or online?
- How does your work reach new and diverse audiences?
- Is your work seen internationally? How is it received?
- What work do you do in relation to equalities, diversity and inclusion?

Cultural example:

“An evaluation of cultural projects as part of the Programme for Glasgow Commonwealth Games found that 38% of participants, audiences, visitors and volunteers increased their awareness of the Commonwealth; while 49% engaged in a cultural activity for the first time.”

Glasgow 2014 Cultural Programme Evaluation Outputs.

Cultural statement

CURRENT RESEARCH

For help in finding research on the sector to use as evidence; please see Culture Counts Research Blog culturecountsresearch.tumblr.com. We gather research that talks about the value of culture in relation to different policy areas. However, this Advocacy Prep will work best with more organisation, art form and region specific data and evaluation.

If you have any questions about the 4 Advocacy Prep, please contact Andy on:

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