

Appendix B: Wiltshire Cultural Strategy 2023-2030: Evaluation plan
Evaluation Plan Final

Theme	Outcome	Main Objectives	Indicator	How to measure it	Baseline if known	Target
Identity	Wiltshire is a national leader in connecting people to the natural landscape through culture. The rich diversity of its different places encourages creativity, curiosity, and discovery.	Increase engagement with nature and the environment through culture and reduce the environmental impact of cultural activity	More people engage with environmental sustainability as result of their cultural activity	Resident Survey / Question included in Evaluation Framework	To be established	Increase of 5% yoy from baseline
			More cultural producers recognise the importance of environmental action and strive to improve their environmental responsibility	Number of Environmental actions taken by organisers - Sector Survey	To be established	Increase each year
		Enable places to shape their own cultural identity	Places develop their own cultural statements and embed culture in their Neighbourhood Plans	Number of Neighbourhood Plans that include Culture	To be established	Increase each year
			More people rate Culture as important or very important	Resident Survey	2024 Survey: Extremely important (74%) and Important (22%)	Increase each year
Health and wellbeing	People in Wiltshire live full, healthy and enriched lives through developing their creativity and taking part in sociable cultural activity.	Support good physical and mental health and wellbeing and community resilience	More people report better health and wellbeing as a result of cultural activity	Resident Survey / Question included in Evaluation Framework	To be established	Increase each year
			Culture is identified as a mechanism in public health projects	Public Health report	Case studies highlighted and shared	Increase in number of targetted culture projects supported via PH
			Happiness scores improve	ONS	Average 7.35 (2022-23)	Happiness and wellbeing is improved overall - case studies illustrate how culture has supported specific communities
			Health profile of Wiltshire improves	Community Insight	Various metrics to be considered in general population and in targeted groups	Health and wellbeing is improved overall - case studies illustrate how culture has supported target communities
Community	People in Wiltshire live in cultural communities with distinctive sustainable cultural hubs and vibrant high streets. There is a year-round calendar of festivals and events that attract people from across the County and beyond and which operate in an environmentally responsible way.	Use art and culture as a vehicle to revitalise town centres and increase footfall	Increase in footfall when events and other activity are taking place	Footfall monitoring	To be established	Increase by 5% in targeted areas
			More people report that they are happy with the cultural provision on offer locally	Resident Survey / Question included in Evaluation Framework	2024 Survey: 55% said that there was not enough on offer locally	Decrease to 25% by 2030
			Increase in cultural assets	Mapping to be repeated in 2029	639 assets identified in 2024 mapping	Increase by 10% by 2029
			Decrease in number of empty shops	Occupancy rate	To be established	Decrease
			Increase in number of festivals and events and a spread both across the year and county	Analysis using Event App data	To be established	More events, more evenly distributed
Economy	Everyone has the opportunity to develop the cultural and creative skills they need to flourish in life. Wiltshire is the natural place to grow creative and cultural enterprises of all types.	Enable the creation of a diverse creative workforce for the future	More young people engaging with culture and reporting a positive experience	Young Persons survey	To be established (Include question in survey planned for 2024)	Increase each year
			More young people taking part in creative work experience and apprenticeships	Schools/ College Survey	To be established	Increase each year
			Increase in the number of Artsmark school	Arts Award website	2023: 17 schools	Increase by 2-3 each year (double by 2030)
			Increase in the number of Arts Awards	Survey of Arts Awards Centres	To be established	Increase each year
		Use art and culture as a mechanism to support economic growth in Wiltshire	Increase in the diversity of creative organisations and boards	Sector Survey - conducted every 2 years	To be established	Increase each year
			Increase in number and productivity of the creative and cultural sector in Wiltshire	NOMIS (Ec Regen) Sector Survey	Metric to be established	To be defined by Economic Regeneration Strategy
			Increase in public funding for arts and culture	Arts Council/ National Lottery website	2022-2023: £5,832,365 (Lottery) including £1,042875 Arts and £427,890 Heritage	Increase each year
Tourism	Wiltshire is a place where everyone is invited. There is something for everyone amongst its rich natural beauty and vibrant cultural offer so go explore.	Use art and culture to attract greater visitor numbers to Wiltshire and increase tourism	Increase in levels of sponsorship in arts and culture	Sector Survey	To be established	Increase each year
			Increase in earned income by sector	Sector Survey	To be established	Increase each year
			More people come to the county because of the cultural offer/ specific events	Audience Survey/ Survey Via App data/ Question included in Evaluation Framework	To be established	Increase each year
			Number and spend of day/ overnight visitors	Visit England reports	2021-2023: 35.5m visits and £1.036m spend	To be defined by Tourism Strategy
			Total economic impact of tourism	NOMIS (Ec Regen)	To be established	Increase each year
Communicate	Wiltshire has a thriving and connected cultural ecosystem where learning is shared and success is captured and celebrated.	Increase engagement in arts and cultural activities by diverse audiences, including those who face engagement barriers	Increase in engagement with the apps by visitors and residents	Via App data (Ec Regen)	To be established	Increase each year
			Increase in positive press/ social media coverage of culture in Wiltshire	Analysis via Strategy updates	Case studies highlighted and shared	
			More people take part in arts and culture	Taking Part Survey/ Resident Survey	2021-2022: Attended an arts event, museum or gallery or spent time doing an arts activity in the last 12 months = 61.6%	Increase by 2% each year
			The diversity of those taking part is more representative of the county and targets those who face engagement barriers	Audience Survey/ Question included in Evaluation Framework/ Case Studies	To be established	To be more representative of the county demographic
Connect	Cultural leadership in the county is dispersed, collaborative and collegiate, based on unity of effort and freedom of action working towards common goals.	Increase the number of people experiencing and creating culture in Wiltshire	People facing barriers to engagement report positive experiences of culture	Sector Survey and Case studies	Case studies highlighted and shared	Improved quality of offer
			More people are aware of what's on offer across the county	Arts in Wiltshire Blog sign ups/ App data	To be established	Increase each year
			Increase in positive perceptions of the cultural offer in Wiltshire	Resident Survey	To be established	
			Increase in the number of cultural volunteers	Resident Survey	To be established	Increase each year
			Venues and events report increases in audience and participant numbers	Sector Survey - conducted every 2 years	Case studies highlighted and shared	Increase each year
			Increase in the number of people engaging with Libraries	Community Insight/ Library Survey	2024: 24% have a library card	To be defined by Library Strategy
Connect	Connect	Connect	Increase the number of partners involved in culture	Analysis via Strategy updates	To be established	To be established
			Increase in investment levered and enabled by Wiltshire Council	Analysis via Strategy update	To be established	To be established