Introduction

Agenda & Purpose

• Introduction to project
• Overview research
• Introduction to cultural value model
  South Asia Season Pilot
  Learn English MENA Facebook pilot
• Question and Answer
• Overall aim:
  Increase awareness of the research and the tool
  Encourage participation in more piloting
The Cultural Value Project

• National Research Project
• Funded by Arts and Humanities Research Council
• Response to growing trend of reductive/economic valuing of cultural work
• The Open University, BBC World Service and British Council bid for research grant
• First phase completed end of May

• For more information see:
  www.ahrc.ac.uk/Funded-Research/Funded-themes-and-programmes/Cultural-Value-Project/Pages/default.aspx
How the Cultural Value Model Works

• Assessment from multiple perspectives
• Shifts frame from impact to value

• KEY WORDS
• Sectors: users, funders and partners, organisation
• Components and definitions
• Scoring: data and evidence
• Band of equilibrium
• Constellations of value
South Asia Season

www.britishcouncil.org
Learn English MENA

British Council

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Question and Answer Session

- What’s most valuable about the model?
- Will it take up a lot of our time?
- How should it be used and by whom?
- How flexible is it?
- How were the components arrived at?
- How was the scoring done?
- What’s a good and a bad score?
- Can it track change?
- How can we get involved in using it?