**2.4 Please tell us how you will monitor and verify the information you collect so you can measure the outputs and outcomes. (200 words)**

**In this section you should list the type of information and the methods you will use to collect, record and measure the success of your programme.**

We will be measuring the programme on two levels – firstly each of the individual project outputs and outcomes as set out in the bid and secondly as part of an overall assessment of our BoC year.

For the former the techniques will be project specific while for the latter we will assess success against macro outcome measurements outlined in the Making an Impact section utilising a range of qualitative and quantitative techniques. This will include surveys and ethnographic research making use of ‘most significant change’ tools and the ‘Warwick Edinburgh’ mental well-being scale as well as statistical data analysis across a variety of sources to measure:

* Impact on health and well-being
* Engagement with culture by existing & new audiences; project perception; perception of production partners
* Perceptions of the borough (particularly the south)
* New jobs in the creative industries/artists workspaces
* Volunteering hours
* Visitor numbers
* Media coverage
* Property developments with cultural offer included
* Schools accredited with Artsmark
* Delivery of 3 new strategies: Cultural, Heritage and Night Time Economy
* Pride, happiness, surprise & anticipation

Our evaluation partners Goldsmith’s University and the Audience Agency will undertake much of this work but we have also received significant pledges of in-kind support through deliver partners and the Council’s Corporate Policy Team.