

GUIDE TO

NEIGHBOURHOOD ARTS AND CULTURE IMPACT ASSESSMENT

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FOR
THE NATIONAL ARTS COUNCIL, SINGAPORE

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PLEASE NOTE THIS IS A PREVIEW VERSION

G U I D E T O

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ARTS AND
CULTURE
IMPACT
ASSESSMENT**

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ASSESSMENT

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All quotes presented are taken from the focus group discussions or interviews with local artists and art event organisers and have been paraphrased for the purpose of this Guide, with the written consent obtained from each participant.

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INTRODUCTION:
NACIA GUIDE
OVERVIEW

"Amit Gilboa, Pyramid Arts", a workshop and music performance by Amit Gilboa and Pyramid Arts, performed at SAFRA Jurong's Atrium, as part of an Arts@SAFRA programme.



PREFACE

The Guide to NACIA was developed to support the “**Arts and Culture Nodes**” initiative that was launched by the National Arts Council in 2012. The aims of this initiative are to bring quality arts closer to where people live, work and play, to foster regular arts engagement, enrich public life and build stronger community bonds.

This is done through building a comprehensive network of partnerships with various neighbourhood institutions, such as community centres, libraries, recreational clubs, corporate and non-profit organisations, bringing arts beyond the conventional arts venues (e.g. museums, arts galleries or theatres) into spaces where people live.

Current arts and culture nodes include:

Libraries

- Jurong Regional Library
- Tampines Regional Library
- Woodlands Regional Library

SAFRA Recreational Clubs

- SAFRA Jurong
- SAFRA Mount Faber
- SAFRA Punggol
- SAFRA Toa Payoh

Non-profit and Corporate Organisations

- My Community
- Mapletree Business City
- Asia Square
- Participate in Design

Community Clubs and Centres

- Bedok Community Centre
- Kallang Community Club
- Our Tampines Hub
- Pasir Ris Elias Community Club
- Siglap South Community Centre
- Taman Jurong Community Club

The Guide to NACIA can also support other community arts initiatives and event organisers regardless of their relationship with the NAC and the ‘Arts and Culture Nodes’ strategy.

The content presented in this Guide represents the synthesis of a study conducted at Bedok Town Square and the following arts and culture nodes: Woodlands Regional Library, Kallang CC, SAFRA Jurong, and My Community (Queenstown). Accordingly, most of the visual references used for this Guide come from arts events held at these nodes and spaces in their respective neighbourhoods.

WHAT IS THE NACIA GUIDE?

The **Neighbourhood Arts and Culture Impact Assessment (NACIA)** is an evaluation framework developed to:

- o support the assessment of short and long term impacts of community arts projects, events and initiatives on local neighbourhoods, public life and communities; and
- o enable the documentation and improvement of creative efforts to bring quality arts close to where people live.

WHO IS THE NACIA GUIDE FOR?

COMMUNITY ARTS ORGANISERS

to understand if and to what extent their arts projects or programmes have been appreciated by the audience and what impacts have been generated through their efforts.

ARTISTS

to gain structured feedback regarding their creative efforts (e.g. if their events or activities have been sufficiently engaging or if they inspired further interest in the arts among the audience).

AGENCIES AND POLICY MAKERS

to assess if their policies (e.g. bringing arts closer to where people live and play) have created any positive impacts on communities and their neighbourhoods.

WHY THE NACIA GUIDE?

Much efforts have been made by arts and culture organisations, local governments, arts practitioners and event organisers to bring meaningful and successful community arts close to where people live. Evaluation of such efforts provides the opportunity for all stakeholders involved in community arts and culture initiatives to record, measure and assess their efforts at the start and closing of their projects.

Such assessments and the studying of these impacts allow the forging of more partnerships in and beyond the cultural sector to bring the arts to the people.

THE NACIA GUIDE ENABLES USERS TO:



KEY COMPONENTS OF NACIA

The NACIA framework takes into account inputs from different stakeholders (residents, arts organisers, artists and agencies/policy makers). It proposes a holistic yet simple and straightforward instrument to evaluate the most critical impacts of arts and culture nodes initiative or other similar initiatives on local neighbourhoods and communities.

The NACIA framework comprises:

- **two (2) domains;**
- **eight (8) dimensions; and**
- **twenty (20) indicators to measure impacts.**

Domains refer to the two broad areas of enquiry in reference to the key outcomes of arts events - attributes and impacts.¹

Domain 1: Attributes

The desired impacts can only be achieved under certain conditions or attributes. Such attributes are shaped by 3 key dimensions:

- **Hardware – spatial dimension** (e.g. availability and quality of space);
- **Software – programme dimension** (e.g. availability and type of arts activities); and
- **Participation – people dimension** (e.g. volume, type and frequency of attendance).

Domain 2: Impacts

Impacts in general imply certain changes resulting from an arts and culture intervention (and cultural experience), either long or short term. The NACIA framework considers 5 key dimensions of arts and culture impacts², namely:

- **activation of space** (e.g. boosting vibrancy and place character);
- **social bonding** (e.g. building social network and sense of pride in the community);
- **educational impacts** (e.g. acquiring new knowledge and skills);
- **wellbeing impacts** (e.g. improving one's mood); and
- **interest in and engagement with the arts** (e.g. triggering active participation in arts events and activities).

¹ Attributes describe and quantify the conditions related to arts events and should be distinguished from the impacts, although they may affect certain impacts as well as indicate some aspects of the success of nodes' creative efforts.

² Environmental and economic impacts are also important, but they are not covered in NACIA Framework.

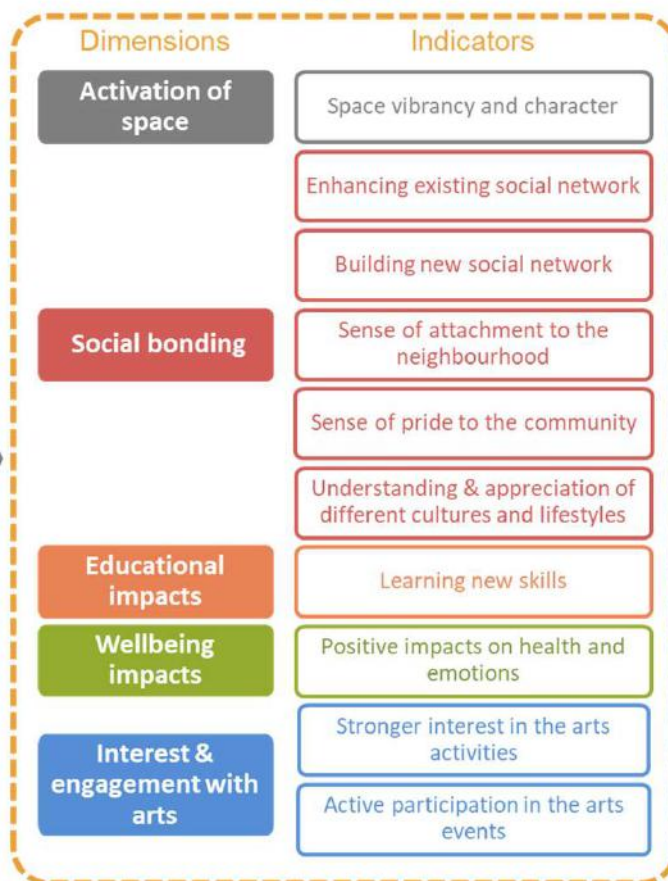
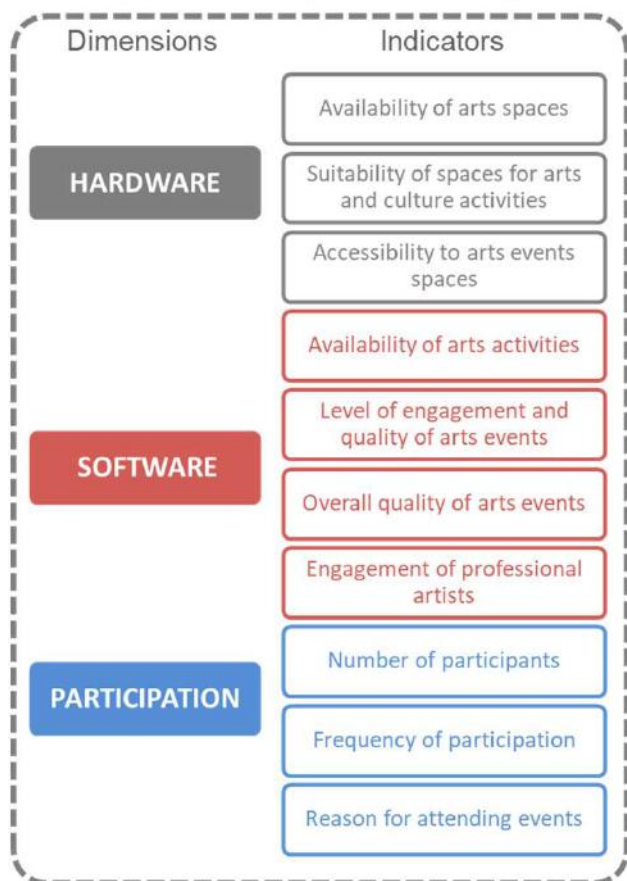
KEY COMPONENTS OF THE NACIA FRAMEWORK:
 DIMENSIONS AND INDICATORS TO CAPTURE, MEASURE AND EVALUATE
 ATTRIBUTES AND IMPACTS OF ARTS AND CULTURE VENUES, EVENTS AND
 ACTIVITIES

DOMAIN 1:

DOMAIN 2:

Attributes (Conditions)

Impacts



HOW TO USE THE NACIA GUIDE?

1. IDENTIFY YOUR GOALS, VISIONS AND INTEREST

- What are your goals in implementing (organising or performing) arts and culture programmes and activities in the heartlands?
- What kind of arts and culture programmes do you intend to implement?
- What spaces do you intend to activate for this purpose?
- Who are your targeted audiences?
- Are your arts and culture programmes short or long term?
- What kind of impacts do you hope to make in both the short and long run (e.g. in 1 year, 5 years or 10 years)?

2. PRIORITISE YOUR IMPACT ASSESSMENT CRITERIA

- What specific aspects of impact measurement are most important to your arts and culture programme/activity?
- Refer to the key components of the NACIA framework (p. 7) and the details about the indicators (pp. 13-67) to customise and prioritise assessment indicators according to your goals.
- Cover as many indicators as possible to ensure a robust and consistent set of data for future comparison.

3. IDENTIFY YOUR RESOURCES AND CAPABILITIES TO CONDUCT EVALUATION

- Choose the most suitable tools to measure the selected impacts, bearing in mind your potentially limited space, time, manpower or financial resources. (Refer to the "Sample Tools" section in this Guide.)
- Evaluate spaces and impacts beyond your premises (if any), i.e. within a 400m (5-minute walking distance) radius from your key arts and culture event venue.

4. CONDUCT YOUR ASSESSMENT

- Assess the impacts of all your arts and culture programmes and activities.

5. ANALYSE YOUR FINDINGS

- What are the strengths and weaknesses of your arts and culture projects and initiatives?
- Identify impacts that may be still lacking.
- The most fruitful results will be generated after continuous impact assessment over a longer period.

6. REFLECT AND MOVE FORWARD

- Reflect on your goals and achievements. Identify gaps and challenges and set actions to improve your arts and culture programmes/activities. The "Principles" section in this Guide provides an indication on how to move forward.
- Reflect on impact assessment methods and tools. Are there any specific challenges? Refine the tools to overcome these challenges.

HOW TO USE THE NACIA GUIDE?

The subsequent pages provide an overview of the NACIA Framework. Each indicator from the NACIA Framework encompasses the following:

1. **MEASUREMENT:** What does the indicator measure?
2. **WHY THIS INDICATOR?:** The significance and importance of the indicator for potential users.
3. **HOW TO MEASURE?:** Suggested ways to observe and measure the indicator.
4. **THINGS TO NOTE:** Details and tips on how to understand the indicator better, how to use the indicator more effectively or how to interpret data collected from/by the indicator.
5. **QUESTIONS TO EXPLORE**
6. **ILLUSTRATION:** Practical examples of how the indicator has been observed or applied (based on research findings).

In addition, **some research findings** are provided to highlight statistically significant correlations between different indicators, i.e. factors and areas that can potentially affect the results of specific indicator.

A set of **sample tools** is also included in the Guide to help users to measure recommended indicators.

PLEASE NOTE

- For a holistic evaluation of arts and culture initiatives, use the “NACIA Guide” in tandem with the “Guide for Building a Successful Arts and Culture Ecology: Evaluation, Selection and Activation of Neighbourhood Spaces for Community Arts and Placemaking”.
- For NAC’s arts and culture node partners, please also refer to “Grow Your Arts Node – a Toolkit for Nurturing Arts Engagement in Community Spaces”.

Music performance by The Philharmonic Winds performed at the plaza outside Boon Keng MRT station Exit B, as part of Kallang ArtsTreats Festival, organised by Kallang CC.

