

Measuring *Quality of Experience* in the Visual Arts

A unique opportunity to take part in this pioneering study and develop techniques to demonstrate the value of your work

Visual Arts South West (part of the Contemporary Visual Arts Network) have commissioned a pioneering study from Annabel Jackson that examines the Quality of Experience in the contemporary visual arts, in partnership with Arnolfini, Spike Island, Newlyn Art Gallery & The Exchange and Plymouth Art Centre. This study will develop criteria by which we measure Quality of Experience, and will provide the tools to help arts organisations put these into practice. Annabel has already drafted a paper on conceptualizing quality of experience in the arts, which you can access here: <http://tinyurl.com/c42qmm>

The next stage is to pilot methods with three contemporary visual arts organisations in the South West and others across England.

WE ARE LOOKING FOR ORGANISATIONS TO TAKE PART IN THE PROJECT AND TEST OUT THE METHODS

The project is a unique opportunity to understand how we can measure Quality of Experience in our visitor experience, and by doing this creates measurable evidence of 'high quality of experience' to our key stakeholders particularly in the lead up to the next ACE review of portfolio organisations to ensure long-term survival.

What we are looking for in our partners:

- Capacity to take part in the study (up to 20 days over 2 years)
- Visual arts focus
- High quality of experience
- Enthusiasm to engage in a shared approach to innovation
- Minimum daily audience numbers of 40

Across the portfolio of organisations that take part we are looking for a spread:

- One or more larger organisations that can offer help in kind, for example to host large group meetings

- Diversity of scale
- Diversity of audience profile
- Diversity of culture
- Regional spread

A financial contribution of approximately £7000 +VAT is required to be a main partner. If you are keen to be a main partner, but do not have the funding required, please register your interest and we can discuss the options to enable it.

In addition to our main partners, we are also looking for interested organisations to take part in a SHARING PANEL, which will actively contribute to the shape of the programme, disseminate the findings and learn how to adopt the methods for their own evaluation purposes. The Sharing Panel will meet once a year and share through online dialogue. Anyone can take part in this panel.

Expressions of interest in taking part in this study should be submitted to Grace Davies, Regional Development Coordinator: coordinatortpsw@gmail.com. Please state in no more than 500 words why you would like to take part in this study, confirming that you meet the required criteria.

To register your interest in being on the SHARING PANEL, just let us know via the email address above and we'll add you to the list.

Deadline for EoI: Midday, Friday 28 September 2012

Grace Davies, Regional Development Coordinator, Visual Arts South West

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