

### **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 Arts 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/c42qmmmy>

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.

In the South West region we have already raised Grants for the arts funding which covers most of the research and evaluation costs. We are looking for three arts organisations to work on this project. These three need to have:

- Capacity to take part in the study (up to 20 days over 2 years)
- Visual arts focus
- High quality of experience
- Contribute towards cost of getting participants involved, up to £500
- Minimum daily audience numbers of 40
- Enthusiasm to innovate collaboratively

We are expecting more interest than we can accommodate and will select three organisations to give some:

- Diversity of scale
- Diversity of audience profile
- Diversity of culture
- Regional spread
- One or more large organisations that can offer help in kind, for example to host large group meetings

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: [coordinator@tpsw.gov.uk](mailto:coordinator@tpsw.gov.uk). 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: 6pm, Friday 28 September 2012**

Grace Davies, Regional Development Coordinator, Visual Arts South West  
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