### Impacts on creativity, culture and society

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<th>Impact</th>
<th>Types of impact</th>
<th>Indicators of reach and significance</th>
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| Impacts where the beneficiaries may include individuals, groups of individuals, organisations or communities whose behaviours, creative practices, rights, duties and other activity have been influenced. | • Collaboration with museum professionals results in enhancements to (cultural) heritage preservation and interpretation, including museum and gallery exhibitions.  
• Co-production of new cultural artefacts, including for example, films, novels and TV programmes.  
• Generating new ways of thinking that influence creative practice, its artistic quality or its audience reach.  
• Inspiring, co-creating and supporting new forms of artistic, literary, linguistic, social, economic, religious, and other expression.  
• Research-led engagement with marginalised, under-engaged and/or diverse audiences leads to increased cultural participation.  
• Developing stimuli to cultural tourism and contributing to the quality of the tourist experience.  
• Improvements to legal and other frameworks for securing intellectual property rights.  
• Increased understanding of local traditions leads to enhanced cultural preservation in developing countries. | • Testimonials from creative practitioners, curators, media professionals.  
• Publication and sales figures both in the UK and overseas, audience or attendance figures (including demographic data where relevant), broadcasting data and other forms of media, download figures, or database and website hits over a sustained period  
• Evaluative reviews in the media.  
• Citations in reviews outside academic literature. Independent citations in the media, including in online documents.  
• Tourism data, including audience figures and visitor numbers at exhibitions, events, performances.  
• Professional evaluations of exhibitions, performances or other outputs.  
• Audience/visitor/participant feedback (e.g. through surveys, interviews or focus groups) |

Other Guidance: Arts Council England offer guidance and toolkits for evaluating impact:  
https://www.artscouncil.org.uk/qualitymetrics/quality-principles  
https://www.artscouncil.org.uk/qualitymetrics/quality-metrics  
https://www.artscouncil.org.uk/measuringoutcomes/generic-learning-outcomes  
https://www.artscouncil.org.uk/measuringoutcomes/generic-social-outcomes