



Aberdeen Culture Investment Programme

Framework Impacts Logic Model

Culture Investment Framework Logic Model

Theme: Experience

Current State	Goal	Culture Investment Monitoring Objectives	Activity outputs	Output Metrics	Improvement measures
<p>Cost of Living impacting attendance.</p> <p>Cultural audiences not reflective of shift in demographic.</p> <p>Protected characteristic groups under-represented in funded organisation and sector make up.</p> <p>Level of engagement lower in SIMD priority areas.</p>	<p>Experience - Recognising the intrinsic value of creativity and removing barriers to experiencing culture.</p>	<p>-Demonstrates total cultural engagement through funding</p> <p>-Demonstrates diversity of cultural participation and audiences, identifies existence of barriers</p> <p>-Demonstrates diversity within cultural organisations, in positions of influence and secure employment</p> <p>-Demonstrates impact of cultural participation in expression of cultural identity</p>	<p>Audience and Participant numbers (reflective of Aberdeen demographic make up.)</p> <p>Events, exhibits, festivals, programmes and workshops.</p> <p>Targeted activities working with protected characteristic groups</p> <p>Free and concessionary tickets/places.</p> <p>Paid artist opportunities</p> <p>Community groups supported.</p>	<p>1.No Audience & No Participants (With demographic breakdowns including postcode).</p> <p>2.Protected characteristic representation within grant recipients organisations.</p> <p>3.No of organisations with EDI plans and evaluations.</p> <p>4. % participants feeling of being able express themselves through cultural engagement.</p> <p>5.No of free to attend/participate and concessionary opportunities.</p>	<ul style="list-style-type: none"> • No of applications from communities/groups/people with protected characteristics increases • Engagement and participation rate for cultural activity from minority ethnic population increases towards share of Aberdeen population. • % of population reporting they feel represented by/within cultural activity in Aberdeen increases. • % of population with protected characteristics reporting they have opportunities to participate or engage with cultural activity rises. • % of funding awarded to minority ethnic applicants or organisation led by minority ethnic people increases. • % of funded activity delivered in areas of multiple deprivation increases.
Outcomes					
Everyone who calls Aberdeen home has the opportunity to engage in high quality creative and cultural activity.					

Theme: Celebrate

Current State	Goal	Culture Investment Monitoring Objectives	Activity outputs	Output Metrics	Improvement measures
<p>Reduced footfall in city centre.</p> <p>Barriers, real and perceived to culture participation.</p> <p>Observation majority of culture programming is bought in.</p> <p>Challenges in retaining talent within the area.</p> <p>Level of funded activity is lower in SIMD priority areas.</p>	<p>Celebrate - Creating a clearer/ stronger identity and cultural narrative</p>	<p>Demonstrates impact of funding in facilitating new productions</p> <p>Demonstrates impact of funding in delivering events and festivals</p> <p>Demonstrates impact of funding enabling collaboration across communities</p> <p>Demonstrates impact of funding in enabling under-represented communities to deliver or engage in cultural projects</p> <p>Demonstrates funding impact on organisation/region reputation</p> <p>Demonstrates effect that cultural activity delivered through funding has on cultural identity</p>	<p>Audience and visitor numbers (with demographic data)</p> <p>New production developed and premiered in and from Aberdeen.</p> <p>Projects delivered by/with underrepresented communities.</p>	<p>6.No new productions</p> <p>7.No events, shows and festivals</p> <p>8.No of projects, events or productions collaborating across cultural communities.</p> <p>9.No. of projects, events, or productions from under-represented communities</p> <p>10.Increase footfall to city centre linked to events and festivals.</p> <p>11. % sense of cultural identity and pride through engagement</p>	<ul style="list-style-type: none"> • % of visitors to events in Aberdeen from outwith Aberdeen/Aberdeenshire increases • % of visitors to Aberdeen/Aberdeenshire reporting cultural activity as reason for visit increases • % of visitors reporting funded activity increased pride in Aberdeen increases • % of funded activity produced in other languages increases • Satisfaction rating of funded activity from audiences and participants increases • % of funded activity delivered in areas of multiple deprivation increases • % of new applicants in receipt of funding increases
Outcomes					
<p>The creative diversity of our people and communities is celebrated, we use culture and creativity to share and celebrate our stories to the world.</p>					

Theme: Our Economy

Current State	Goal	Culture Investment Monitoring Objectives	Activity outputs	Output Metrics	Improvement measures
<p>Employers reporting skills gaps.</p> <p>Creative Industries sector.</p> <p>Levels of living wage employers is low.</p> <p>Inward investment for culture is lowest per-head in Scotland.</p>	<p>Our Economy - Economic resilience and diversity through increased creative industries employment, people in sustained fair employment and reduction in reported skills gaps.</p>	<p>Demonstrates funding impact on employment within funded entities</p> <p>Demonstrates how funding contributes towards freelance employment</p> <p>Demonstrates how funding enables delivery of cultural events</p> <p>Demonstrates how funding impacts total number of creative businesses in region</p> <p>Shows ACC awarding funding to employers paying living wage and adhering to fair work first</p> <p>Demonstrates contribution towards upskilling priority groups</p> <p>Demonstrates additional investment brought into region as a result of funding</p>	<p>Secure employment opportunities</p> <p>New productions</p> <p>Freelance opportunities</p> <p>Resilience support for creative start ups and established businesses</p> <p>Creative employment pathways/ apprenticeships/placements</p> <p>Skills programmes</p> <p>Application and fundraising training</p> <p>Support to market</p>	<p>12.No. people employed.</p> <p>13.No, of freelance opportunities and commissions.</p> <p>14.Support for creative start-ups.</p> <p>15.No. employers registered as living wage employers.</p> <p>16.No of people from priority area/ communities of interest in employability training.</p> <p>17.Additional external funding leveraged</p>	<ul style="list-style-type: none"> • Number of people employed in Creative Industries increases • Percentage of Creative Industry employment within wider region employment increases • Percentage of Creative Industry employment within total above Scotland avg • Percentage of CI roles meeting living wage is above Scotland avg and/or increasing • Value of regional CI economic activity increases and/or above Scotland avg • Churn rate of CI businesses improving and/or above Scotland avg • Number of people transitioning to employment in CI from unemployment increases • F/T jobs supported by funding increasing • Funded entities report fewer skills gaps within organisation • Amount of funding obtained from external sources increases
Outcomes					
Aberdeen's economy and workforce is resilient and diverse, through our skills support and cultural employment opportunities					

Theme: Our Children and Young People

Current State	Goal	Culture Investment Monitoring Objectives	Activity outputs	Output Metrics	Improvement measures
<p>Children and young people reporting low self-confidence and sense of wellbeing.</p> <p>Increased demand for tier 3 services.</p> <p>Levels of cultural engagement in curriculum dropped.</p>	<p>Our Children and Young People- Increased sense of confidence, safety and wellbeing in children and young people, reducing need for Tier 3 services.</p>	<p>Funding contributes to – education opportunities participation opportunities for young people community activity upskilling and preparing for work social/health impact</p>	<p>school based cultural activity</p> <p>training and work experience placements</p> <p>Outreach participatory activity (targeted by need)</p> <p>Cultural activity co-creation opportunities</p>	<p>18.No education and learning programmes.</p> <p>19.No. Children and Young People participation in culture.</p> <p>20.No school visits</p> <p>21.No outreach activities</p> <p>22.No of training and work experience placements</p> <p>23.% reporting feeling confident/safe/well through participation.</p>	<ul style="list-style-type: none"> • % increase in sense of confidence, safety and wellbeing reported by children and young people across Aberdeen who engaged/participated with culture • % of children engaging or participating in culture regularly (to be defined) increases • % of children in need of Tier 3 services decreases • Satisfaction rating of funded education and outreach activity by participants increases or above agreed benchmark
Outcomes					
<p>Our children and young people’s physical, mental and emotional health and wellbeing is improved and have access to cultural education experiences and post-school opportunities.</p>					

Theme: Our Citizens

Current State	Goal	Culture Investment Monitoring Objectives	Activities	Output Metrics	Improvement measures
<p>Significant variation in healthy life expectancy across SIMD ward areas.</p> <p>Percentage of adults with long-term illnesses increasing.</p> <p>Volunteer base is not reflective of City demographics</p>	<p>Our Citizens- Increased healthy life expectancy through cultural engagement</p>	<p>Funding provides participation opportunities Funding contributes to volunteering opportunities Demonstrates social/health impact of funding Demonstrates link between cultural participation and health/social metrics</p>	<p>training and work experience placements</p> <p>Outreach participatory activity (targeted by need)</p> <p>Cultural activity co-creation opportunities</p> <p>Prescription based cultural activity and workshops</p> <p>Targeted volunteer training opportunities</p>	<p>24.No. targeted workshops/ participants 25. No Volunteers. 26.% reporting improved sense of wellbeing 27. benchmarking cultural participation in target areas against health social impacts.</p>	<ul style="list-style-type: none"> • % increase in adults with a history of or risk of adult conviction, substance abuse and/or homelessness engaged with or participating in Culture • % decrease in rates of convictions, substance abuse, and homelessness in adults in Aberdeen • Satisfaction rating of adults participating in funded activity • Increase in defined opportunities for at risk adults to engage with or participate in culture
Outcomes					
Our citizens benefit from healthy life expectancy, mental wellbeing and positive life choices through cultural intervention					

Theme: Our Place

Current State	Goal	Culture Investment Monitoring Objectives	Activities	Output Metrics	Improvement measures
<p>Target to reduce the generation of waste in Aberdeen by 8% by 2026.</p> <p>Aging cultural venues which may no longer meet carbon emission targets.</p> <p>Need to encourage more active travel to city centre.</p>	<p>Our Place- Addressing climate change by reducing Aberdeen's carbon emissions, protecting our natural and built environment</p>	<p>Good governance in-line with climate commitments - funding going to orgs/projects reducing carbon impact</p> <p>Good governance in-line with climate commitments - funding going to orgs/projects reducing waste</p> <p>Funding contributes to climate action</p> <p>Good governance in-line with climate commitments</p>	<p>Development/delivery/monitoring of effective carbon reduction plans for cultural activity and venues</p> <p>Best proactive Events, programmes, workshops etc of reducing waste and raising awareness of climate change.</p> <p>Promotion of sustainable and active travel to all events and venues</p> <p>Training and development in carbon reduction</p>	<p>28.%Reduce carbon emissions from cultural estate</p> <p>29.Reduce waste in event delivery</p> <p>30.No. events and activities raising awareness on climate change action</p> <p>31.No of organisations signed up to The Aberdeen Climate and Nature Pledge</p>	<ul style="list-style-type: none"> • Carbon impact from funded entity is reduced • Carbon impact as a result of administering funding is reduced • Energy efficiency of cultural buildings improving
Outcomes					
Our cultural assets are well cared for and cultural sector is contributing to climate change resilience .					

Our Community

Current State	Goal	Culture Investment Monitoring Objectives	Activities	Output Metrics	Improvement measures
<p>Perception that culture is only for certain communities.</p> <p>Demand for more activity to be led and happen within communities.</p> <p>Perceived barriers to participate /volunteer in culture.</p>	<p>Our Community-building strong personal and community resilience, enabling people to participate in decisions that help change things for the better.</p>	<p>demonstrates funding benefiting additional organisations/projects/wider sector</p> <p>Funding contributes towards participation opportunities</p> <p>Funding contributes towards volunteering opportunities</p> <p>Demonstrates funding impact in providing opportunities in priority communities</p> <p>Demonstrates impact on health/wellbeing</p>	<p>Training and work experience placements</p> <p>Community led/ codesigned programmes of activities</p> <p>Outreach participatory activity (targeted by need)</p> <p>Employment and freelance opportunities</p> <p>Volunteer opportunities</p> <p>Community groups and assets supported</p>	<p>32.No. partnerships and codesigned programmes</p> <p>33.No, events and workshops in community settings.</p> <p>34.No volunteer opportunities in community settings.</p> <p>35.No. of participants from target communities</p> <p>36 % participants sense of pride/confidence increased through engagement.</p>	<ul style="list-style-type: none"> • Satisfaction rating of volunteer programmes increases • Percentage of volunteers moving into employment using skills and experience from volunteering increases • Community satisfaction with delivery and design of cultural activity increases
Outcomes					
Culture provides a voice for community capacity building and decision making					