



## Executive Summary

**CULTURAL SPRING'S PHASE 2  
FINAL EVALUATION****CULTURAL SPRING'S ACTIVITIES  
ENGAGED 18,906 PEOPLE**

7576 participants  
11,128 audience members  
125 community champions  
74 volunteers  
3 interns

An estimated 2,859 hrs of creative activities took place over Phase 2

This gives an accrued unit cost calculation of £0.15 (ie. total cost divided by hours divided by engagements)

91% were from the areas of least engagement - Sunderland (51%) and South Tyneside (40%)

Of these, 15% had no previous art engagement in the proceeding 12 months. Only 29% had 1-3 arts engagement in the previous 12 months.

**CLEVER STEWARDSHIP OF THE £1  
MILLION ACE INVESTMENT...**

...led to a further £1,051,427 being secured:

£782,260 in additional grants  
£133,624 in-kind contributions  
£135,543 value added through co-commissioning

**FOR EVERY £1 THE ARTS COUNCIL INVESTED...**

...a further £1.05 was secured to support and enhance delivery.

**PROJECT OUTCOMES INCLUDE:**

77% improved well being  
78% more connected  
77% more active  
85% learned new skills  
66% increased pride in the area  
96% increased confidence

93% appetite for future arts engagement  
99% recommend to others  
£23,632.50 engager spend (based on 50% of all of those engaged spending £2.50 each\*)  
59% intend to give back to their local communities

**OUTPUTS**

180 creative workshops  
37 Go and See visits  
82 co-produced pilot arts activities  
178 artists and creatives engaged in delivery contracts  
100 Cultural Spring conversations  
23,417 social media communications

6 new companies attracted to deliver in the area  
28 commissioning forums  
3 academic/partnership research studies  
6 large commissions  
14 new partnerships developed  
25 artists/organisations assisted with funding applications

