

VSG CONFERENCE 2017: Programme #VSGconf17

22 and 23 March 2017

Royal Geographical Society, London



DAY 1: 22 March 2017	
09.30-10.00	Registration and welcome coffee
10.00-10.15	Welcome by VSG Chair and Committee Members Introduction to the conference programme and theme.
10.15-11.00	Keynote: Anoushka Kenley, Senior Consultant, New Philanthropy Capital. Impact measurement – where to begin? Anoushka will provide an insight into the strategies used by the third sector by taking us through NPC's four pillar approach to developing an effective measurement framework.
11.00-11.20	Tea Break and Networking
11.20-11.50	Measuring the wellbeing impacts of volunteering Catherine Bradley (The Audience Agency) Hear how Kirklees Museums and Galleries and The Audience Agency are exploring the impact of volunteering on health and wellbeing by applying the five ways to wellbeing framework.
11.50-12.45	Emma Morioka (Historic Royal Palaces), and Lucy Hellier (Wildfowl & Wetlands Trust) and Hugh Hope-Stone (Hope-Stone Research) In a joint session we will learn from real life experience of measuring and evaluating the impact of some very different health and wellbeing projects. Emma, Lucy and Hugh will highlight the need to be flexible and innovative in order to capture these intangible outcomes.
12.45-13.30	Lunch and Networking
13.30-14.15	What's the Point? Measuring the social outcomes of Creative People and Places Ruth Melville (Freelance Researcher, Critical Friend to CPP) and Karl Greenwood (Project Director, Appetite CPP Programme) Exploring the different approaches to measuring the outcomes of CPP, this session suggests that within CPP a challenging model of evaluation has evolved – no longer trying to develop a single or objective method, but instead curating a collection of ideas, stories, images and reflections.
14.15-15.00	Cultural Heritage and Health Creation, Lisa Garnham and Val McNeice (Glasgow Centre for Population Health) A joint presentation focusing on some of the challenges inherent in evidencing the public health impacts of participatory activities, where traditional academic evidence hierarchies predominate, and the offer some suggestions for ways forward.
15.00-15.20	Tea Break
15.20-15.40	VSG Bursary: Pippa Gardner, recipient of the 2016 VSG Alison James Bursary Pippa will share her experience of attending the 2016 Visitor Studies Association conference in Boston
15.40-16.20	In conversation with: VSG's Marie Hobson joins Heritage Lottery Fund's Asimina Vergou (Evaluation Manager) and John McMahon (Programme Manager, Young People) for a discussion of how HLF approaches the evaluation of wellbeing through its own programmes; and the trends, challenges and opportunities for this evolving area of practice, both for the organisation's grantees, and for the wider heritage sector.
16.20-16.25	Looking ahead to Day 2
16.25-17.15	Poster session and meet the speakers over a glass of wine

DAY 2: 23 March 2017			
09.30-10.00	Registration and welcome coffee		
10.00-10.10	Welcome back to Day 2 from the VSG Chair		
10.10-11.00	Keynote: Janice Lane, Director of Gallery Development & Visitor Experience at Amgueddfa Cymru, National Museum Wales Janice will discuss the challenges of producing and using impact evaluation that we face at national and museum programme level and how National Museum Wales are changing how they work to meet these challenges.		
11.00-12.00	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Parallel session 1A - Discussion Group Effrosyni Nomikou (King's College London) and Kayte McSweeney, Lorna Cruickshanks, Lucia Cortelli, Lizzie Edwards and Kate Rockhold (British Museum) When evidencing real impact you need to think outside the evaluation box. Explore how ethnographic tools and reflective practice methods were used to explore the value of two projects at The British Museum </td> <td style="width: 50%; vertical-align: top;"> Parallel session 1B - Interactive discussion group Beth Hawkins (Science Museum), Naomi Haywood (University College London) and Theano Moussouri (University College London) This session is based on a collaborative project between the Science Museum and UCL, and provides a critique of 'measuring' the short-term and, by and large self-report based, outcomes of cultural organisations. </td> </tr> </table>	Parallel session 1A - Discussion Group Effrosyni Nomikou (King's College London) and Kayte McSweeney, Lorna Cruickshanks, Lucia Cortelli, Lizzie Edwards and Kate Rockhold (British Museum) When evidencing real impact you need to think outside the evaluation box. Explore how ethnographic tools and reflective practice methods were used to explore the value of two projects at The British Museum	Parallel session 1B - Interactive discussion group Beth Hawkins (Science Museum), Naomi Haywood (University College London) and Theano Moussouri (University College London) This session is based on a collaborative project between the Science Museum and UCL, and provides a critique of 'measuring' the short-term and, by and large self-report based, outcomes of cultural organisations.
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12.00-12.15	Comfort Break		
12.15-13.00	Wendy Gallagher (Whitworth) & Zoë Brown (Tyne & Wear Archives and Museum) and Marthe deVet & Helene de Koekkoek (Van Gogh Museum) Wendy and Zoë will discuss Not So Grim Up North: developing methodologies for assessing the impact of museums programme for diverse health audiences. Marta and Helene will outline their outreach programme Elderly meet Van Gogh which drew upon Machteld Huber's theory of positive health.		
13.00-14.00	Lunch and Networking		
14.00-14.15	AGM		
14.15-14.45	Mandy Barnett, Director of MB Associates, Evaluator of Happy Museum and founder of Make Culture Work Using social value expertise to make a better case for the importance of culture. The session will discuss practical applications of sustainable wellbeing assessment in Happy Museum and other projects.		
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15.00-16.00	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Parallel session 2A - Tracing social impacts: long term challenges for evaluation of participation Eirini Gallou (University College London) and Kalliopi Fouseki (University College London) After a short presentation of PhD research that involved evaluating the social impacts of participating in HLF schemes, delegates will be invited to critically assess different techniques for measuring impact in small groups. </td> <td style="width: 50%; vertical-align: top;"> Parallel session 2B – Measuring social value: The Spectrum of Audience Engagement Andrew McIntyre (Morris Hargreaves McIntyre) The Spectrum of Audience Engagement is a strategic tool which enables us to define the social value we are creating and ultimately to measure it. This session takes on the challenge of measuring intangible outcomes and offers practical tools for delegates to use. </td> </tr> </table>	Parallel session 2A - Tracing social impacts: long term challenges for evaluation of participation Eirini Gallou (University College London) and Kalliopi Fouseki (University College London) After a short presentation of PhD research that involved evaluating the social impacts of participating in HLF schemes, delegates will be invited to critically assess different techniques for measuring impact in small groups.	Parallel session 2B – Measuring social value: The Spectrum of Audience Engagement Andrew McIntyre (Morris Hargreaves McIntyre) The Spectrum of Audience Engagement is a strategic tool which enables us to define the social value we are creating and ultimately to measure it. This session takes on the challenge of measuring intangible outcomes and offers practical tools for delegates to use.
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16.00-16.30	In conversation with: VSG Committee Members will facilitate a discussion looking at how Visitor Studies can help cultural and heritage institutions really understand and explore the impact of the complicated issues of social value, inclusion and other public agendas. Panellists to be announced		
16.30-16.45	Closing Remarks		