
Partnership Evaluation Tool

How to make a
powerful case
for support

Do you need evidence as to why your organisation engaged in a partnership and if it met your objectives?

With budgets being scrutinized, independent and robust analysis of a partnership is key to success.

“In the current economic climate, having a compelling case for why businesses should partner the arts has never been more important. The evaluation tool with its comprehensive metrics, holds the key to delivering this in a robust and practical way. The tool is an innovation in the field and something that every partnership can use to help plan, manage and report success.”

David Logan, Co-Chair,
Corporate Citizenship

Benefits

- Bespoke tool for cultural partnerships developed by leading experts
- Provides clear evidence of how your project and partnership performed
- Establishes how future partnerships can be made more effective
- Benchmark yourself against the market
- Able to justify expenditure for internal buy-in, support and be able to secure resources
- Used to generate PR and media coverage
- Used as a project management, delivery and evaluation tool
- Findings and recommendations on one easily digestible page
- Identifies clear actions and recommendations

By commissioning Arts & Business you'll receive an independent analysis of your partnership.

How it works

The tool examines key areas of your partnership to measure return on investment, including:

Inputs

Accurately captures the cost of establishing and running the partnership in terms of finance, time, equipment and in-kind.

Leverage

The additional resources the project attracts because of the partnership, including ticket sales, donations, grants and investment from smaller-scale partners.

Community benefits

The value of the partnership to the wider public including attendance figures, quality of experience and audience profile.

Cultural organisation benefits

How the cultural organisation's capacity is built as a result of the partnership such as turnover, quality and quantity of programme, diversity of audience and efficiency of management systems.

Business benefits

Cultural partnerships benefit businesses across its functions, so the evaluation tool captures the cross-departmental benefits from marketing, branding, corporate social responsibility to human resources. Outcomes can include marketplace (sales), employee (staff performance) and community (engagement) benefits.

Impacts

With more long-term relationships, there is a need to capture the accumulative effect of a sustained partnership, not just the immediate outcomes, including behavioural and attitudinal changes.

Evaluate your partnership with the latest return on investment evaluation tool developed by Arts & Business and the London Benchmarking Group.¹

Changing marketplace

Sponsorship nowadays is more sophisticated than ever and no longer just about money. The exchange of skills, expertise and knowledge is key. To reflect this more holistic and diverse relationship, evaluation methods need to change.

We developed this tool to address this need.

What is the tool?

It sets the standard of best practice for evaluation, allowing for greater clarity in reporting and delivery, enhancing project planning and ensuring mutual understanding and collaboration between the partners in evaluating the project.

Our tool offers a clear way to report the complex, multi-layered outcomes of your partnership that can be used by all stakeholders across your organisation.

¹ The London Benchmarking Group is run by Corporate Citizenship on behalf of its 110 corporate members, who evaluate and measure the members' community partnerships

How we can help

We have been brokering cultural-commercial partnerships for more than 30 years, and over that time we have evaluated, advised and activated partnerships of all artforms, all business sectors and sizes across the UK.

We can advise you on how to use this evaluation tool and how to use its recommendations to activate your partnership.

If you want more information about how we can help you evaluate your partnership, conduct the evaluation or advise you on how to use the findings to shape future projects contact us.

To download the tool visit our website:
www.artsandbusiness.org.uk

For more information please contact your local Arts & Business office or:

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