



Transcript of 8 Types of Impact of Culture and Heritage Video

Hello, I'm Fiona English, Director of Strategy at Achates and I am delighted to be able to share with you some advice on how to use the 8 Types of Impact of Culture in this video for the Cultural Philanthropy Foundation, Culture Makes...campaign.

The 8 Types of Impact were devised by our Director, Caroline McCormick, in 2020 through the analysis of 120 case studies as to how cultural organisations were supporting their communities in the pandemic.

Since their creation, we have employed the 8 Types of Impact with more than 100 cultural and heritage organisations and have found them a vital tool in helping them to address in a simple and coherent way the long-standing problem of the value and impact of culture and heritage.

The 8 Types of Impact of Culture and Heritage© are:

Intrinsic - or creative benefit as we will call it in the campaign

Economic

Mental health & well-being

Physical health

Educational

Social benefit

Community building

Innovation

No single organisation creates all 8 impacts, nor should they attempt to do so. It as an ecosystem that we create all 8. And just as you are open to everyone but dedicated to super-serving a number of target audience groups, so trying to deliver all 8 types of impact would inevitably result in doing so poorly, better to do a few things well. The aim of Culture Makes... as a campaign is to celebrate all 8 types of impact and as a result to influence decision makers and audiences, whilst creating opportunities to enable individual organisations to showcase and highlight the impact of their own work specifically.

I should highlight that we hope to be able to add a ninth type of impact, environmental benefit, in due course, but at present when most organisations are focused on mitigating their negative environmental impact as opposed to driving real benefit to claim this impact would be to undermine the value of other impacts. So that's a great future achievement for us all to work towards.

It's also worth noting that diversity isn't an impact that we can isolate, but rather its a value that should sit across everything we do and all of your values. When considering the outputs and outcomes in each type of impact, you should consider how these relate to diversity.

So how are types of impact used and what kind of impacts do they create? Let's take them in turn:

Creative benefit

Creative benefit is used to describe the benefit of the experience of engaging with culture and heritage. This leads to impact including access to relevant culture, happiness and joy, people identifying as creative, enhanced creative networks, and diverse and representative culture and heritage sectors.

Economic impact

Next, economic impact. This type of impact was of course the focus of the (then) Creative Industry Federations pre-pandemic campaign speaking the language of power to power by articulating the economic value of the creative industries. We are borrowing some of their methodology by encouraging everyone to speak the same language but wouldn't want to focus on economic impact alone as this supports the commodification and commercialisation of work. The outcomes of this type of benefit include - enhanced sustainability and capacity of organisations, value to the economy of an area, the ability to sustain a career and more cultural and heritage professionals remaining resident in that area.

All organisations have these first two types of impact if they are creating anything and paying anyone.

Mental health & well-being

Mental health & well-being is a type of impact which demonstrates how we are still learning and evolving our understanding of and ability to express certain issues well. This type of impact ranges from general well-being through to benefit created with and for people with long term mental health conditions. We would argue that many projects have secondary mental health benefits, which is to say benefits which the programme wasn't designed to create but are by products of its process and approach. We suggest that unless you designed the experience or opportunity specifically to create mental health benefits that you probably don't want to showcase this type of impact as the outcome of your work. You may be seeing improved happiness in audiences, but unless the programme was designed to create this, this may well be an outcome of the cultural experience. You may host a weekly yoga class, but is that really where you want to put the focus of your impact? Outcomes in this area of impact include – well-being is enhanced, confidence is increased, feeling empowered, enhanced skills for self-expression, reduced levels of isolation, happiness is improved and people who identify as having long term mental health conditions identifying as creative.

Physical health

Physical health – one of the interesting things about this type of impact is that it highlights that not all forms of culture and heritage are suited to all types of impact. Physical health is a key outcome for dance for example, but less common in literature and museums. And of course the outcomes are very similar to those of mental health and well-being.

Educational benefit

By educational benefit we are talking about benefit to individuals in formal educational settings – whether primary, secondary, FE or HE and of course, teachers and academics as well. The outcomes which are created range from educational outcomes being enhanced, to teachers developing knowledge and skills and improvements in teaching and learning, through to an enhanced ability to access culture and heritage, people identifying as creative, and being involved in the co-creation of work, as well as more people exploring careers in culture and heritage.

Social benefit

Social benefit is the benefit to the individual in society and this type of impact refers to people outside of educational settings. This might include the work of a cultural organisation supporting people with lived experience of homelessness to develop skills through creative expression for example and might include pathways to employment. Outcomes include the development of communication and leadership skills, increased confidence, culture and heritage being seen as a career option and developing an understanding of pathways to the creative industries, the cultural and heritage sectors becoming more diverse and representative and the ability for those working in these sectors to sustain their careers.

Community building

Community building refers to communities of geography (in the UK and internationally) and communities of interest. This is an outcome which a lot of cultural organisations tell us they create but then find that they have no outcome in this area and what they are in fact thinking of as community building is in fact the shared experience of culture and or heritage. Communities need to be able to communicate with each other as well as sharing experiences to be a true community. Outcomes in this area include – enhanced dialogue with and between each other, enhanced sense of community and or civic pride, reduced levels of isolation, an enhanced understanding of culture and or local history, empathy – an enhanced understanding of the situation of others and connections between communities and diaspora communities and of course – happiness being improved. Happiness comes up in many of the types of impact, we recommend you reflect on where you have designed the programme to create this outcome and where is it a secondary outcome and to reflect this the type of impact you celebrate this outcome under.

Innovation

Finally, the most challenging of all of the types of impact, innovation. We are using the term in line with the Arts Council England definition of technological innovation.

So this isn't that you have a nice new set for your production, or that you are employing innovative technology or streaming your event – this is about you pushing technology forwards through your work.

We often see organisations create this type of impact when they are working with and for communities who identify as having a disability and employing technology to enhance their experience. We don't know of lots of organisations who have this kind of impact and again, don't over claim and undermine your case, it is better to do a few things well and to gain the understanding and support of the audiences we are seeking to influence.

So that's our handy guide to the 8 Types of Impact of Culture and Heritage©. I hope it's given you some ideas as to which ones relate to your organisation and to focus on in the campaign and in expressing your work more broadly.

Thanks for being with us and take care – goodbye!