

Monitoring - method

Purpose

This brief outlines the design and execution of monitoring by Aarhus 2017 of the projects that have received grants from Aarhus 2017.

1: Background

Based on the six strategic goals from the bid submitted to the European Commission for the title of European Capital of Culture (<http://www.aarhus2017.dk/en/about-us/publications/the-application/>), Aarhus 2017 developed 11 goals (Key Performance Indicators, hereafter: KPI). The 11 KPIs have been described thoroughly in the Strategic Business Plan 2015-2018 (<http://www.aarhus2017.dk/en/about-us/publications/strategic-publications/>). Throughout the project life span, Aarhus 2017 has measured performance on these 11 indicators in order to assess project development.

Table 1: Overview of data sources

Key Performance Indicator	Data Source	Measuring method
1: Strengthened European relations	Monitoring information	Subset of monitored projects
2: Strengthened cultural sector	Monitoring information	Subset of monitored projects
3: Increased visibility and awareness of Aarhus 2017	Infomedia (domestic media mentions) Meltwater (international media mentions) Web statistics (Aarhus 2017 web site) Social media statistics (Aarhus 2017 SoMe activities) Epinion (degree of awareness and success assessment)	Simple media data count Randomised survey on degree of awareness and success assessment
4: Increased number of visitors in Aarhus and the region	Statistics Denmark, VisitDenmark	Registry based data retrieval of commercial overnight stays
5: Strengthened creative sector	Statistics Denmark	Tendency survey for the creative sector in Central Denmark Region
6: Activating citizens through volunteering	VENMA	Information registered in the database VENMA
7: Activating citizens as audiences	Monitoring information	Audience counts (supplementary data collection icw the monitoring carried out in 2017)



8: Activating young citizens with limited experience re cultural projects	Monitoring information	Monitoring of micro projects
9: Strengthened relations across sectors and between institutions.	Monitoring information	Subset of monitored projects
10: Strengthened cross sector collaborations	Data collected and filed by Aarhus 2017	Simple count
11: Available financial resources	Aarhus 2017 budget	Accounted for income

In order to ensure systematic data collection from Aarhus 2017 projects, a monitoring questionnaire was constructed by Aarhus 2017 and rethinkIMPACTS 2017 (a collaboration project with Aarhus University, centred on research-based evaluation of European Capital of Culture Aarhus 2017). Aarhus 2017 used survey software SurveyXact for collection of monitoring data.

Significant parts of source material is available on www.aarhus2017.dk

2: Process

The Aarhus 2017 Foundation collected monitoring data from projects once a year. Although data from 2013 and 2014 was collected together in early 2015. The questionnaire, designed in early 2015, has been the basis for data collection throughout the project life span. The questionnaire was expanded in 2016 and 2017 to ensure information regarding future plans as well as extra information regarding collaborations and partners.

A special questionnaire was designed for projects receiving a so-called “micro grant” – minor grants for up and coming projects. It was less extensive and also collected the age of the project owner to ensure data for KPI 8 reporting.

The figure below depicts a monitoring process, usually lasting 2 months from preparing the questionnaire to presenting findings.



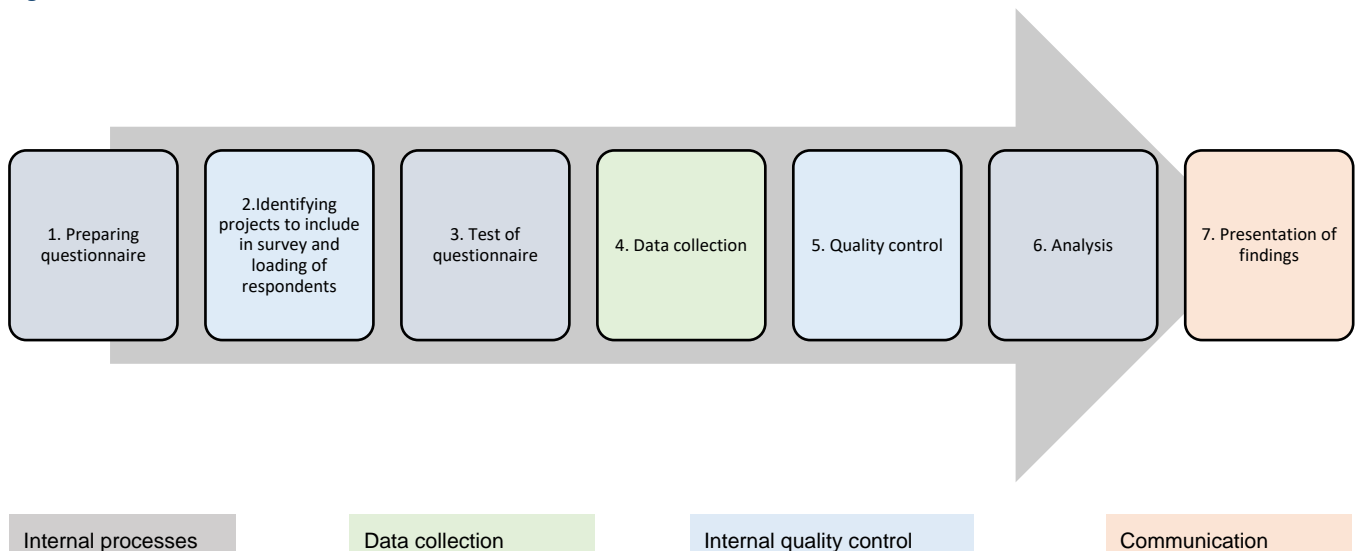
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Figur 1: Proces



In 2017 the monitoring questionnaire was supplemented by a questionnaire on audience numbers. This process was simultaneous with the monitoring process. See method for collection of audience numbers and audience data on the Aarhus 2017 web site: (<http://www.aarhus2017.dk/da/welcome-future/data-og-baggrunds-materiale/kulturelle-effekter/>) (data in Danish).

Quality control

After each round of data collection, Aarhus 2017 controlled the quality of the collected data. A randomised selection of 10 % of all responses was examined in order to check for general errors that might be caused by misunderstandings or unclear information in the questionnaire. Controls have shown that no such errors have been identified.

Monitoring has been based on the basic assumption that Project Owners know their project better than anyone. Thus Aarhus 2017 has not amended any monitoring data without prior consent from project owners, just as their own assessment of their activities have not been questioned, unless they seemed to be faulty. Response rates for monitoring questionnaires have been 100 %.

3: Municipal Return-of-Investment (RoI)

As part of the contracts between Aarhus 2017 and the municipalities in Central Denmark Region, it is stipulated that municipalities must receive their financial contributions back at least 1:1¹ as project activities. This model is presented below in brief.

¹ Not to be confused with calculated return on investment described in “Economic Impact Assessment of Aarhus 2017 (COWI, 2018).

Model for calculation

The model for calculating the Aarhus 2017 ROI to municipalities was decided by the regional steering group.

Figur 2: Municipal ROI



Development activities were defined as i.e. workshops, conferences, competence development courses etc. in which there are participants. Audience activities were defined as i.e. concerts, stage performances, exhibitions, shows, tours and urban installations, to which there is an audience.

Ordinary project preparation activities are *not* defined as project activities and are not part of the ROI calculation.

Specifically, projects were asked to submit information as to how project activities were allocated across the 19 municipalities by percentage. Subsequently they were asked to divide their activities between development activities and audience activities. Aarhus 2017 then carried out the calculation for all projects and all municipalities.

Example

If a project has received 500,000 kr. for activities in 2017 (and all funds have been spent on either development or audience activities) and activities are allocated with 80 % in Randers Municipality and 20 % in Viborg Municipality, and the distribution between development and audience activities is 40 % - 60%, the calculation will be as follows:

Randers Municipality

Audience activities = 500,000 kr. * 0.8 * 0.6 = 240,000 kr.
Development activities = 500,000 kr. * 0.8 * 0.4 = 160,000 kr.
Total ROI for 2017 = 400,000 kr.

Viborg Municipality

Audience activities = 500,000 kr. * 0.2 * 0.6 = 60,000 kr.
Development activities = 500,000 * 0.2 * 0.4 = 40,000 kr.
Total ROI for 2017 = 100,000 kr.

ROI was calculated annually and the report included both a statement of actual returns as well as a prognosis for future years. Results were distributed among the regional steering group, who assisted in quality control, but otherwise results were considered confidential contract material.



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4: Data access

Monitoring data regarding 2017 is available on the Aarhus 2017 website (<http://www.aarhus2017.dk/da/welcome-future/data-og-baggrundsmateriale/kulturelle-effekter/>) (in Danish). Any other data sets have been handed over to Aarhus University (rethinkIMPACTS 2017) for research purposes.



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