

# How does the Creative Case enable us to think differently about data and how we apply it meaningfully?

Creative Case NORTH Seeing Event – NEWCASTLE

Session 1- Question 7

<p><b>Present:</b></p> <p>Garry Besford Jackie Malcolm Sinéad Burke</p>	
<p><b>Situations</b></p> <ul style="list-style-type: none"> <li>• Tick box vs use (ie collecting it for the sake of funders not for own needs)</li> <li>• Data vs enriched analysis</li> <li>• Way we collect + store data is changing</li> <li>• Figures easier than stories to collect</li> <li>• Funders / political climate</li> <li>• Less data requests</li> <li>• Data helps us understand</li> <li>• Apples + pears</li> <li>• Tiny data sets</li> </ul>	<p><b>Possible Solutions</b></p> <ul style="list-style-type: none"> <li>• New methods / techniques = new opportunities</li> <li>• Communicate use of data back to gatherers</li> <li>• Case studies</li> <li>• Becoming digitally literate</li> <li>• Better use of data</li> <li>• Creative analysis over time</li> <li>• Tell stories in a different way</li> <li>• Use data to join up sector</li> <li>• Nurture sharing of data</li> </ul>
<p><b>Concerns</b></p> <ul style="list-style-type: none"> <li>• Data we don't collect tells us something eg no LGBT = barrier</li> <li>• Comparison of historic + current data</li> <li>• Data security</li> <li>• Commercial sensitivity</li> <li>• Being attacked by our own data</li> <li>• Time spent?</li> </ul>	<p><b>Data/Facts</b></p> <ul style="list-style-type: none"> <li>• Collaborate in data to collectively build audiences /art</li> <li>• Data share can cement a partnership</li> <li>• Pooling audience data to collectively target</li> <li>• Data as positive</li> </ul>

# Creative Case NORTH Seeing Event – SALFORD

## Session 1- Question 6

**Present:**

Sheila McGregor  
Roddy Gauld

**What has brought you to the conversation?**

- Use/ understand data to understand people and artists better →improve services
- Data is not easily collected
- Capacity to collect data
- Finding what to do with artists’ data
- Encouraged in record, meaningful data →meaningful to ACE but not to ‘us’
- Measurement / success based upon quality eg.12k kids on a bouncy castle!
- Frustration of not understanding what success looks like
- Capture of socio-economic data; focus on culture and disability

**Situations**

- Greater expectations of data collection
- Lack of clarity about what good / clear data is

**Possible Solutions**

- Data = international reach and opportunities
- Getting users to contribute and share data / reach
- Getting peer orgs together

**Concerns**

- Lack of data training in the sector
- Danger of data driving decisions on art and programme too much

**Data/Facts**