



# LEARNING PROGRAMME

Helping arts & cultural  
organisations use creativity  
and innovative flair to:

- Engage in public service commissioning
- Win contracts
- Deliver great outcomes



Plymouth City Council Arts & Heritage Service:  
'Arts & Minds', commissioned by Plymouth Adult Social Care



Yorkshire Dance & Leeds Adult Social Care: 'Leaps & Bounds', Photo: Brian Slater

# MEET, PARTICIPATE, LEARN

**At a time when public service commissioners are looking for greater impact from limited resources, using the arts and cultural sector's strengths in creativity and innovation offers real opportunity to deliver better outcomes for people and places.**

Aimed at middle and senior managers in arts organisations, museums and library services, including those responsible for developing new funding streams and winning contracts, the Cultural Commissioning Learning Programme will help you:

- Build the knowledge and skills needed to engage with public service commissioners
- Demonstrate the evidence commissioners need of your impact on communities and places

Through peer learning, participation, and opportunities to find out about commissioners and their priorities, the Cultural Commissioning Programme will strengthen your ability to engage with commissioners and win contracts. It is delivered in two phases and supported by a peer learning network.

Discounts are available to organisations signing up to both phases, to help you gain maximum benefit.

**For timetable and bookings, go to:**

[www.ncvo.org/CCProg](http://www.ncvo.org/CCProg)

## Phase 1: Awareness-raising, knowledge, skills development

**2-day programme to help you understand and prepare to engage in commissioning:**

- Understanding the commissioning process, language and looking through the commissioner's 'lens'
- Exploring different ways into the commissioning process
- Technicalities of procurement and 'top tips' for being prepared – using a real example
- Current context and opportunities: mental health & wellbeing, older people, place-based commissioning
- Practical examples from around the country, case studies, resources, group work and support for planning for success.

## Phase 2: Demonstrating the impact of arts & cultural activities on public service outcomes

**2-day programme to help you understand how to demonstrate the impact of arts and cultural activities on public service outcomes:**

- How commissioners measure impact in the fields of: mental health & wellbeing, older people, place-based commissioning
- Using logic models for programme design, evaluation and review
- Rating your own organisation's monitoring and evaluation
- Strategies for prioritising better use of contextualised data in arts and culture
- Peer challenge exercises and best practice case studies from arts and culture, and beyond.



Activate Performing Arts: A Dance a Day / Photo: John Dukes

# Learning Programme Providers

## Phase 1:

**Linden Rowley** has experience at senior level in local authorities as manager and commissioner, including managing arts and cultural services. A highly skilled trainer and researcher in cultural commissioning, she has worked for LGA, Arts Council, IDEa and others.

## Phase 2:

**Andrew Holden** of Activist is practised in managing and supporting transformation in cultural services. Activist is a leading provider of advice, learning and research in public service commissioning, has developed guidance on outcomes-based specifications, and has trained and supported commissioners and cultural organisations.

The Learning Programme is being rolled across England from July 2014 to spring 2016. It is informed by research and consultation with a range of arts and cultural organisations.

The Cultural Commissioning Programme is a three-year programme from July 2013 to June 2016, funded by Arts Council England, and delivered by NCVO (lead partner), NPC and nef.

To stay informed,  
sign up to our e-bulletins:

[www.ncvo.org/CCProg](http://www.ncvo.org/CCProg)



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