

AN ART HISTORY THEMED DIGITAL RESOURCE

Strategic Perspective	Value Lenses (plus pairing code)	Impact objective	Indicators of this impact	Stakeholders to measure	Data collection methods	Assumptions	Timescale	Budget & costs	Roles & skills
ECONOMIC	Utility (EU)	Will the resource deliver a change such that new uses and products are made based on the content and/or there is an increase in uptake of services and/or products?	An associated growth in economic activity to indicate that new wealth-creation opportunities are occurring.	Partner organisations and creative industry businesses	1. Surveys 2. Focus groups leading to case studies 3. Web analytics	That our digital collections can make a measurable difference to economic activity. We might be insignificant or it may take longer than we plan. Assume some level of additional input (competitions for e.g.) to instigate change and ideas development.	1. Survey before launch of new resource to create baseline. 2. Survey after 6 months and 12 months of usage to measure change. 3. Gather businesses in regular focus groups to generate ideas and case studies to qualitatively understand survey results. 4. Rest of year: Passive tracking of web analytics.	3 x surveys Focus groups and case study gathering requires 10 days effort over first year. Web analytics and tracking requires 3 days developer time plus 0.25 days per month staff time to collate figures.	1. Impact Lead to project manage EU activity. Reporting results. 2. Focus group leader. 3. Case study data gatherer. 4. Survey developer. 5. Survey data gatherer and collator. 6. Web developer.
	Education (EE)	Will Informal Learning (e.g. "life-long learning") be enabled by the digital resource?	Demonstrable changes in work opportunities or benefits to the cultural economy through learning in informal education enabled through our digital activities/products/services.	End-users representing life long learners or other informal learners. Plus suppliers of services to those communities.	1. Exemplars and case studies. 2. Contingent valuation of examples. For example, do art history students use the Art History Collections to plan their visit to study in person the Islamic works of the Moors in the south of Spain?	That our resources encourage Informal Learning and that the beneficiaries of this value it. We may have to introduce educationally focussed guidance to ensure the benefit is realised.	1. Exemplars gathered and reported as case studies over the years 1 and 2. 2. Contingent valuation developed to measure the economic worth of those exemplars.	6-10 exemplars gathered requiring 4 days effort each. Contingent valuation requiring external consultancy at ~20 days cost. Possibly also need consultant at beginning to do data gathering design.	1. Impact Lead to project manage EE activity. Reporting results. 2. Exemplar and case study data gatherer. 3. Contingent valuation consultant
	Community (EC)	Will benefits delivered to members of our partners network and to other communities be achieved because that community is enabled?	The comparative costs of delivering services/products (such as outside of our network or developing them in house) enabling the re-use, sharing and innovation/creativity indicate an economic multiplying effect such that for each Dollar/Euro invested then more money are returned to the community.	Our partner network. Content re-users. Data partners.	1. Exemplars gathered and represented with economic measures such as Return on Investment or Multiplier Analysis. For example, textbooks or teaching packs requiring fewer copyright licences due to CCO content on our platform reduces costs for the community. Or show that the production of exhibition catalogues are becoming less expensive to produce.	Acting as a community platform and resource, reduces the costs for the community in tangible ways that can be measured or accounted for.	1. Exemplars gathered and reported as case studies over the years 1 and 2.	6-10 exemplars gathered requiring 4 days effort each. Possible external consultancy to do data gathering design and ensure data produces ROI and multiplier information.	1. Impact Lead to project manage EC activity. Reporting results. 2. Exemplar and case study data gatherer. 3. Economic measure expertise to represent the results appropriately.
SOCIAL	Utility (SU)	Will the resource deliver a change such that new uses and products are made based on the content and/or there is an increase in uptake of services and/or products?	A more socially and culturally aware community.	Active users of the resource.	1. Surveys to measure levels of social and cultural awareness and changes that can be reported due to use of the resource. 2. Follow up case studies to understand any reported changes.	Active users will experience change by using the resource. It is possible active users are already as socially and culturally aware and the resource only reflects or reinforces not changes.	1. Survey before launch of new resource to create baseline. 2. Survey after 3 months and 6 months of usage to measure change. 3. Case studies to qualitatively understand survey results by investigating usage.	3 x surveys Case study gathering requires 10 days effort over first year.	1. Impact Lead to project manage SU activity. Reporting results. 2. Case study data gatherer. 3. Survey developer. 4. Survey data gatherer and collator.
	Community (SC)	Will benefits delivered to members of our partners network and to other communities be achieved because that community is enabled?	The creativity inherent in the making of new content, products or services generates a multiplier effect of creativity as a measure of cultural impact.	Our partner network. Content re-users. Data partners.	1. Exemplars gathered and presented as case studies. For instance, a series of jewelry is inspired from the art history digital collection for an exhibition.	Active users will experience change by using the resource digitally and be inspired to greater creative use of the collections.	1. Exemplars gathered and reported as case studies over the years 1 and 2.	4-6 exemplars gathered requiring 4 days effort each.	1. Impact Lead to project manage SC activity. Reporting results. 2. Exemplar and case study data gatherer.
INNOVATION	Utility (IU)	Will the resource deliver a change such that new uses and products are made based on the content and/or there is an increase in uptake of services and/or products?	Growth in the extent and range of innovative and creative activity	Creative industries, artists, data partners and specialist end-users	1. Web analytics 2. Case studies 3. Tracking new products	Creators will use our collections as inspiration for making new creative products if our content is digitally available with a suitable license.	1. First 3 months post launch: Active tracking and case study gathering in response to new content. 2. Rest of year: Passive tracking of web analytics and new products. 3. End of year 1 case studies	1. Case study gathering requires 20 days effort over first year. 2. Web analytics and tracking requires 3 days developer time plus 0.5 days per month staff time to collate figures.	1. Impact Lead to project manage IU activity. Reporting results. 2. Case study data gatherer. 3. Web developer. 4. Data collator.
	Education (IE)	Will Formal Learning (e.g. use in schools and universities for ages 6-21) be enabled and benefits delivered for formal teaching and learning?	The range of innovative uses of the art history collection for learning in formal education.	End-users and intermediaries (teachers) for formal education. Schools and universities.	1. Surveys 2. Web analytics 3. Tracking new education products, such as teaching packs or guidance documents.	That our resources encourage Formal Learning and that the beneficiaries of this value it. We may have to introduce educationally focussed guidance to ensure take up by teachers.	1. Years 1 and 2: Active surveying and case study gathering. 2. Continuous passive tracking of web analytics and education products. 3. Follow up surveys.	1. 4 x surveys over the 2 years. 2. Case study gathering requires 20 days effort per year. 3. Web analytics and tracking requires 5 days developer time plus 0.5 days per month staff time to collate figures.	1. Impact Lead to project manage IE activity. Reporting results. 2. Case study data gatherer. 3. Survey developer. 4. Survey data gatherer and collator. 5. Web developer.
	Existence (IX) Inheritance (II)	Will our digital collection existence be cherished by the public and our communities? Will they derive benefit from knowing that the digital products/services are delivered via our digital collections and platforms?	An active appreciation of the benefits of innovating and/or creating together with a reliable, mutual art history digital collection and platform for all stakeholders.	Collection users. Content re-users. Data partners. Funders and supporting partners. Regional and national governmental organisations.	1. Web analytics and tracking 2. Surveys and feedback 3. Case studies	The community of stakeholders understand the long term benefits of the resource and can conceive future benefits for other not just themselves.	1. Years 1 and 2: Active surveying and case study gathering. 2. Continuous passive tracking of web analytics and feedback. 3. Follow up surveys.	1. Case study gathering requires 20 days effort per year. 2. Web analytics and tracking requires 3 days developer time plus 0.5 days per month staff time to collate figures. 3. 6 x surveys over the 2 years.	1. Impact Lead to project manage IX and II activity. Reporting results. 2. Case study data gatherer. 3. Survey developer. 4. Survey data gatherer and collator. 5. Web developer.
OPERATIONAL	Utility (OU)	Will the resource deliver a change such that new uses and products are made based on the content and/or there is an increase in uptake of services and/or products?	Growth in usage. An increased capacity to upload new content and respond to user demand	Internal staff and partner organisations	1. Management reporting 2. Statistical tracking 3. Survey	Our digital collection systems will enable us to upload a greater volume of content more easily. We will thus be able to respond to increased user demand efficiency. If systems fail to deliver benefits then costs will rise and risk user dissatisfaction.	1. Periodic management reporting over first year supported by statistics gathered in the systems. 2. 2 x surveys to gather information from internal staff and partner organisations.	Additional management reporting and statistical data gathering. 2 x surveys	1. Impact Lead to project manage OU activity. Reporting results. 2. Possible statistics and management reporting development. 3. Survey developer. 4. Data gatherer and collator.
	Community (OC)	Will benefits delivered to members of our partners network and to other communities be achieved because that community is enabled?	The variety of new modes of use suggests that a reliable, usable and mutual infrastructure supports new opportunities for internal staff, partners and members of the network.	Internal staff and partner organisations	1. Management reporting 2. Case studies	That using a common platform will deliver benefits that the community represented in the network could not achieve on its own.	1. Periodic management reporting over first year supported by statistics gathered in the systems and usage examples. 2. 4 x case studies to illustrate examples where the community has benefitted or been affected.	Additional management reporting, example evidence gathering and statistical data gathering. 4 x case studies.	1. Impact Lead to project manage OC activity. Reporting results. 2. Case study data gatherer. 3. Data gatherer and collator.

To learn more about the BVI Model and BVI Framework see <https://www.bvmodel.org/>

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