



CREATIVITY IN THE UK

ANNEX 5: QUALITATIVE RESEARCH APPROACH

May 2022

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APPENDIX 5: QUALITATIVE RESEARCH APPROACH

The overarching evaluation of the project is being undertaken by the independent evaluation team. As part of that overarching evaluation, data collection has been contracted out to a number of specialist suppliers. Courtney Consulting has been commissioned to undertake qualitative research to help bring the heart, soul and story of each commission to life.

Unlike quantitative research which is usually gathered through surveys and concentrates on numbers and hard metrics, qualitative research explores the impact of the project from a human perspective. We were seeking to meaningfully understand the lived experience of the people and communities impacted by all ten commissions and the creative engagement work undertaken by UNBOXED through learning and participation activities and the international programme.

The independent evaluation team in consultation with UNBOXED and the creative teams developed logic models for each commission and the two creative engagement strands, detailing the short-term outcomes and indicators. These were used as the basis for initial discussions with each team and an approach was agreed upon. Given the rapid nature of the project, we had to remain flexible and agile in our approach and adapt where necessary.

The tables below detail the audiences consulted via qualitative methodologies as well as the final case studies. Qualitative audiences did not include live attendees but instead focused on individuals and groups who had a more in-depth engagement with the commission or creative engagement programme.

About Us

Audiences consulted	Research methodology	Sample Achieved
Live audience 'Awe & Wonder'	Filmed intercept interviews	24
Schools Pupils 'Walk and Wonder' Sessions	Observational	53
Community & Choir Participants including Living Portraits	Focus group discussions	52
Partners / Stakeholders	One-to-one in-depth interviews	17

Case study films
Linda and Regine – Community Participants from Paisley
Margaret, Oran and Isobel – Community Participants from Derry / Londonderry
Bethan, Tanya and Jamie – Community Participants from Caernarfon
Malachi and Will – Community Participants from Luton
Emma and Paul – Community Participants from Hull

Audiences consulted	Research methodology	Sample Achieved
Unexpected Gardens - Lead Partners	2 x online focus groups involving 6 Lead Partners available on dates agreed. 6 x depth interviews with Lead Partners from three Unexpected Gardens for case studies.	12 from 9 locations
Unexpected Gardens – Community Participants	1 x online focus group involving 3 Community Participants from Alness. 6 x depth interviews with Community Participants from the three Unexpected Gardens in Govan, Greenock and Forres linked to the case studies.	9 from a mix of locations
Unexpected Gardens - Musicians in Residence (MiR)	1 x online focus group with MiRs at time agreed via their Coordinator. 1 x depth interview with MiR for case studies.	6 from 5 locations
Unexpected Gardens - Emerging Creative Producers (ECPs)	2 x online focus groups with 9 ECPs at time agreed via their Coordinator. 2 x depth interviews with ECPs for case studies.	11 from 12 locations
The Tattie Team	1 x online focus group with Tattie Team members whose opted in via SRUC contact.	6
Community Group grantees	1 x online focus group involving representatives of community groups receiving grants via BEMIS and Dandelion. 1 x mini group with BEMIS Grantee for case studies.	15
Teachers	2 x online focus groups with a total of 11 teachers (mix of primary and secondary). 3 x depth interviews with Teachers for case studies.	14
School pupils	7 x online groups involving pupils from 13 participating schools (2 to 3 pupils per school).	28
Partners	6 x online depth interviews / mini groups with partner organisations.	10 from 6 organisations

Case Studies

Musician in Residence

HSTAR Scotland – Harvest Grants Programme

Emerging Creative Producers

Schools Growing Initiative

Placemaking – Unexpected Garden Forres

Health and Wellbeing – Unexpected Garden Govan

Partnership – Unexpected Garden Greenock

Dreamachine

Audiences consulted	Research methodology	Sample Achieved
Teachers who have utilised the Dreamachine CPD materials	One-to-one and paired group interviews	5
Partners who have contributed to the production and delivery of the Dreamachine commission	One-to-one in-depth interviews	14
Diverse audiences who've been engaged by the L&P activity and/or live events	Online focus groups	70

Case Studies
Team Science
Education
Beyond Sight Loss
Cardiff for Ukraine

GALWAD

Audiences consulted	Research methodology	Sample Achieved
GALWAD's Young Company	One to One In-Depth Interviews	6
World Builders	Online focus groups	18
Partners / stakeholders	One to One In-Depth Interviews	15

Case Studies
Young Company Member – Shakira
Young Company Member – Barney
Young Company Co Ordinator - Cybi
Young Creative Case Study – Ciaran
Community Cast Member Case Study – Jillie

Our Place in Space

Audiences consulted	Research methodology	Sample Achieved
Community co-creator Trail Guardian / Volunteer	Focus Groups	23
Events volunteers	Focus Groups	7
School workshops –Students who have participated in a workshop as part of the OPIS schools programme	Creative feedback sessions x 2	27
Teacher CPD – teachers who have utilised OPIS CPD resources	One to One In-Depth Interviews	4
Artist collective musicians	One to One In-Depth Interviews	14
Partners	One to One In-Depth Interviews	12

Case Studies

Aidan & Barry – Composer Collaboration – Constellations of Noise

Rory – Composer – Constellations of Noise

Ciaran, Anja & Hannah – SEN Programme

Kelly – Cambridge Guardian Co-Ordinator

International Impact – Vietnam & South Africa

PoliNations

Audiences consulted	Research methodology	Sample Achieved
Young people creative placements /trainees	One to One In-Depth Interviews	9
Community leaders	One to One In-Depth Interviews	5
Co Grow Community Groups	Group discussions and on site garden 'walk and talks'	51 (5 groups)
Partners / stakeholders	One to One In-Depth Interviews	11

Case Studies

Community Co Growers Case Study

Volunteer Case Study

Creative Practitioner Case Study

Young Person Placement Case Study

International UK Pakistan Collaboration Case Study

SEE MONSTER

Audiences consulted	Research methodology	Sample Achieved
Students	4 X face-to face focus groups with 3 schools: 2 x onsite groups on 31/10/2022 2 x in-school groups on 01/11/2022. 1 x online focus group with Weston College students who took part in the LAGI Art & Energy challenge.	31
Teachers	2 x online depth interview 2 x online focus group 1 x in-school mini group	9
Placements	This did not take place due to a change in the placement strand.	0
Think Tank Projects	1 x online focus group with representatives of the in town and on platform projects 1 x depth interview with on platform project who could not attend focus group	6
Hosts and / or volunteers	An online ongoing set of activities was set up and ran over several weeks, with an initial Getting to Know You Task. Hosts did 2 x check-in activities and Volunteers 1 x check-in activity. All did a final evaluation activity. 1 x depth interview for Host case study	10
Partners	14 x online depth interviews with collaborators and partners	16

Case Studies

Land Art Generator Initiative (LAGI)

Access and Inclusion

Culture Weston

Host

StoryTrails

Audiences consulted	Research methodology	Sample Achieved
Creative Media Practitioners (CPs)	14 x depth interviews with a total of 16 local Creative Media Practitioners (TrailMakers and StoryMappers came from across 10 of the 15 locations)	7 x TrailMakers 6 x StoryMappers 3 x Partner Placements
Librarians	14 x depth interview with 15 librarians from 14 of the 15 locations	15 x librarians
Partners	6 x depth interviews / mini groups with 6 Partner organisations interviews	11 x individuals from 6 organisations

Case Studies

Creative Media Practitioner - TrailMaker

Creative Media Practitioner - StoryMapper

Partner

Tour de Moon

Audiences consulted	Research methodology	Sample Achieved
Young Creatives	One to One In-Depth Interviews	30

Case Studies

Arkestra

Young Creative - Harvey

Young Creative - Leonardo

Young Creative - Ray

CREATIVE ENGAGEMENT

International

Audience Description	Research Methodology	Number consulted
International Delegates – Art in the Public Realm	One to One In-Depth Interviews	11
International Delegates – Festivals	One to One In-Depth Interviews	9
Partners / Stakeholders	One to One In-Depth	22

Case Studies
PoliNations Pakistan Collaboration
Our Place in Space – Northern Ireland – Vietnam & South Africa Collaboration
Dandelion – Scotland – International Music Cube Commission

Learning and Participation

Audience Description	Research Methodology	Number consulted
Young Ambassador Participants	Recollective Online qualitative research platform and final One to One In-Depth Interviews	9
Partners / Stakeholders	One to One In-Depth Interviews	9