

EVALUATION OF UNBOXED: CREATIVITY IN THE UK

Annex 6.1 - OUTCOME FRAMEWORK

Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 1.1
1. To what extent has UNBOXED created shared experiences for all, brought people together and increased social cohesion across communities in the Four Nations of the UK?	ST1 Members of the public, including young people, in communities across the UK, have positive shared experiences.	% of respondents who agree or strongly agree that [commission] gave people a chance to come together and have a shared experience
		Outcome Indicator 1.2
		% of respondents agreeing that they felt more connected to others during the [commission]
		Outcome Indicator 1.3
		% of respondents reporting positive experiences through engaging in commission events / activities, split by type of engagement/ type of activity
		Outcome Indicator 1.4
Emotional responses of attendees to the commission		
Outcome Indicator 1.5		
Evidence and examples of shared experiences amongst participants		
Outcome Indicator 1.6		
% of respondents who agree that [commission] gave them new opportunities to interact with people they wouldn't normally interact with		
Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 2.1
7. What are the broader impacts generated by UNBOXED for the Four Nations of the UK?	ST2 Increased awareness of and improved perception of places across the Four Nations of the UK	% of respondents who would speak more positively about [town/city] as a result of their experience/[commission], split by residents and non-residents
Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 3.1
7. What are the broader impacts generated by UNBOXED for the Four Nations of the UK?	ST3 Short term increase in employment and GVA at local and national level, including in the STEAM/ events sectors	GVA and employment supported by the delivery of and attendance at UNBOXED, split by nation and sector
Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 4.1
8. To what extent has UNBOXED increased engagement with creative content, inspired people's own creativity and impacted the public's perceptions of creativity - both as a force for positive change, and as integral to the advancement of STEAM?	ST4 Increased curiosity and openness to new ideas and ways of thinking and problem solving	% of respondents who report that the [commission] opened their mind to new ideas/ways of thinking
		Outcome Indicator 4.2
Evidence and examples of the impact of creative activities/involvement for participants		
Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 5.1
3. To what extent has UNBOXED increased the public's engagement in science, technology, engineering, arts and maths (STEAM)? 7. What are the broader impacts generated by UNBOXED for the Four Nations of the UK?	ST5 Positive and stimulating public, participant and learner engagement with creative content/ activities and STEAM	% of respondents that were interested in commission content [3 commission specific options]
		Outcome Indicator 5.2
		Scale of impact of [commission] on the perceived importance of issues highlighted by UNBOXED
		Outcome Indicator 5.3
Qualitative insights as to the impact of taking part in UNBOXED on teachers and students		
Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 6.1
2. To what extent has UNBOXED played a role in contributing to people's happiness and wellbeing?	ST6 Increased confidence and sense of achievement among participants and learners	Rating of self-confidence by respondents
		Outcome Indicator 6.2
		Scale of impact of [commission] on respondents' self-confidence
		Outcome Indicator 6.3
		Extent to which participants that felt proud of what they have achieved through [commission]
		Outcome Indicator 6.4
Evidence and examples of how participants have gained confidence and/or feel proud of what they have achieved		
Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 7.1
4. In what ways, and to what extent, has UNBOXED strengthened* the science, technology, engineering, arts and maths related sectors, including through learning and participation opportunities and through creating new partnerships and increasing collaboration across organisations, individuals and nations? (*In terms of investment, innovation, employment, skills.)	ST7 Partners, participants and learners, learn new skills and intend to use them in the future	% of respondents reporting to have gained new knowledge and skills as result of their participation in UNBOXED activities
		Outcome Indicator 7.2
		% of participants who are likely or very likely to put new knowledge and skills, gained as result of [commission/UNBOXED], into practice in the next year
		Outcome Indicator 7.3
		% of respondents reporting that they intend to participate in more arts and culture activities as a result of participation in [commission]
		Outcome Indicator 7.4
Evidence and examples of skills developed and how these will be used in the future as a result of [commission] in particular in STEAM		
Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 8.1
4. In what ways, and to what extent, has UNBOXED strengthened* the science, technology, engineering, arts and maths related sectors, including through learning and participation opportunities and through creating new partnerships and increasing collaboration across organisations, individuals and nations? (*In terms of investment, innovation, employment, skills.)	ST8 New partnerships and networks are leveraged	% of partners and participants reporting that they have developed lasting relationships/ partnerships as a result of being involved in [commission]
		Outcome Indicator 8.2
% of respondents who agree that UNBOXED has provided a unique opportunity to showcase/promote/raise awareness of their work		
Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 9.1
6. To what extent has UNBOXED generated global coverage, enhanced the UK and four nation's reputation abroad, and supported efforts to attract new inward business and investment opportunities in relation to the creative and STEAM sectors?	ST9 Increased national and international awareness of UNBOXED	Social media engagement statistics
		Outcome Indicator 9.2
Qualitative examples of increased national and international awareness of UNBOXED		
Research Question(s)	SHORT TERM OUTCOME	Outcome Indicator 9.1
6. To what extent has UNBOXED generated global coverage, enhanced the UK and four nation's reputation abroad, and supported efforts to attract new inward business and investment opportunities in relation to the creative and STEAM sectors?	ST10 Media coverage (including social media) of UNBOXED commissions viewed by international audiences	International media statistics
Research Question(s)	MEDIUM TERM OUTCOME	Outcome Indicator 11.1
1. To what extent has UNBOXED created shared experiences for all, brought people together and increased social cohesion across communities in the Four Nations of the UK?	MT1 Increased feelings of togetherness amongst and between communities	Scale of impact of [commission] on the extent to which respondents get on well with people from different backgrounds
		Outcome Indicator 11.2
Qualitative insights in relation to social cohesion		
Research Question(s)	MEDIUM TERM OUTCOME	Outcome Indicator 12.1

1. To what extent has UNBOXED created shared experiences for all, brought people together and increased social cohesion across communities in the Four Nations of the UK?	MT2 Increased understanding of others <i>[For relevant commissions]</i>	Rating of those engaged's ability to see things from the perspective of those from other backgrounds Outcome Indicator 12.2 Scale of impact of [commission] on the extent to which respondents get on well with people from different backgrounds
Research Question(s) 1. To what extent has UNBOXED created shared experiences for all, brought people together and increased social cohesion across communities in the Four Nations of the UK?	MEDIUM TERM OUTCOME MT3 Increased connection to place	Outcome Indicator 13.1 % of respondents who report that they feel connected to their immediate neighbourhood/town/city (residents only) Outcome Indicator 13.2 Scale of impact of [commission] on respondents connection to [location] (residents only) Outcome Indicator 13.3 % of respondents who feel proud to live in [location of commission] (residents only) Outcome Indicator 13.4 Scale of impact of [commission] on respondents pride of place (residents only)
Research Question(s) 7. What are the broader impacts generated by UNBOXED for the Four Nations of the UK?	MEDIUM TERM OUTCOME MT4 Increased visitors and local spend	Outcome Indicator 14.1 Scale of impact of [commission] on residents and visitors likelihood of visiting [location]
Research Question(s) 2. To what extent has UNBOXED played a role in contributing to people's happiness and wellbeing?	MEDIUM TERM OUTCOME MT5 Participants seek out and identify new opportunities for participation and self development	Outcome Indicator 15.2 % of respondents who have participated in new creative activities as a result of [commission] Outcome Indicator 15.3 Scale of impact of [commission] on the respondent's likelihood of undertaking activity to learn or gain new skills Outcome Indicator 15.4 % of respondents who have already undertaken new activities to learn or gain new skills or experience as a result of [commission] Outcome Indicator 15.4 Examples of opportunities/ activities identified or undertaken as a result of [commission]
Research Question(s) 7. What are the broader impacts generated by UNBOXED for the Four Nations of the UK?	MEDIUM TERM OUTCOME MT6 Increased likelihood to address issues highlighted through UNBOXED content, including environmental issues.	Outcome Indicator 16.1 % of respondents who are more likely to take new actions/ change behaviour in order to support or address the issues highlighted by UNBOXED as a result of [commission]
Research Question(s) 3. To what extent has UNBOXED increased the public's engagement in science, technology, engineering, arts and maths (STEAM)?	MEDIUM TERM OUTCOME MT7 Increased interest in STEAM and creative activities / content	Outcome Indicator 17.1 Scale of impact of [commission] on the respondent's interest in STEAM Outcome Indicator 17.2 % of respondents who are more likely to attend/engage with activities related to STEAM as a result of [commission] Outcome Indicator 17.3 % of respondents who have attended/engaged with activities related to [commission theme/ content] as a result of [commission] Outcome Indicator 17.4 % of respondents who are more likely to attend/engage with arts and culture activities as a result of [commission] Outcome Indicator 17.5 % of respondents who have attended/engaged with arts and culture activities as a result of [commission]
Research Question(s) 8. To what extent has UNBOXED increased engagement with creative content, inspired people's own creativity and impacted the public's perceptions of creativity - both as a force for positive change, and as integral to the advancement of STEAM?	MEDIUM TERM OUTCOME MT8 Improved perceptions of creativity - both as a positive force for change and as integral to the advancement of STEAM	Outcome Indicator 18.1 Rating of level of creativity Outcome Indicator 18.2 Rating of importance of creativity in creating positive change in the world Outcome Indicator 18.3 Scale of impact of [commission] on respondents' view of the importance of creativity in creating positive change in the world Outcome Indicator 18.4 % of respondents who agree or strongly agree that creativity is important to the advancement and application of science, technology, engineering and maths Outcome Indicator 18.5 Scale of impact of [commission] on the respondent's appreciation of the role of creativity in STEAM
Research Question(s) 4. In what ways, and to what extent, has UNBOXED strengthened* the science, technology, engineering, arts and maths related sectors, including through learning and participation opportunities and through creating new partnerships and increasing collaboration across organisations, individuals and nations? (*In terms of investment, innovation, employment, skills.)	MEDIUM TERM OUTCOME MT9 Increased skills, investment and/or opportunities for collaboration (incl. cross-nations and cross specialism working)	Outcome Indicator 19.1 % of partners/freelancers who agree that their involvement in [commission/UNBOXED] has resulted in more and better creative opportunities for them/their organisation Outcome Indicator 19.2 % of respondents reporting that they have already utilised new relationships/ partnerships developed through [commission/ UNBOXED], beyond the delivery of UNBOXED Outcome Indicator 19.3 Examples of ways in which relationships/ partnerships have been utilised, outside of UNBOXED Outcome Indicator 19.4 % of respondents reporting that [commission] has positively impacted their ability to secure new investments/ delivering new projects Outcome Indicator 19.5 % of respondents reporting that they have secured additional investment/ delivered new projects, beyond the delivery of UNBOXED, as a result of involvement in [commission/ UNBOXED], and of these, the degree to which respondents feel that involvement in [commission/UNBOXED] had a role in enabling this Outcome Indicator 19.6 Qualitative insights as to the outcomes that have arisen from cross-specialism and cross nation partnerships created as part of delivery of UNBOXED
Research Question(s) 4. In what ways, and to what extent, has UNBOXED strengthened* the science, technology, engineering, arts and maths related sectors, including through learning and participation opportunities and through creating new partnerships and increasing collaboration across organisations, individuals and nations? (*In terms of investment, innovation, employment, skills.) 3. To what extent has UNBOXED increased the public's engagement in science, technology, engineering, arts and maths (STEAM)?	MEDIUM TERM OUTCOME MT10 Use of skills and experience gained	Outcome Indicator 20.1 % of participants who have already put new knowledge and skills, gained as result of [commission/UNBOXED], into practice Outcome Indicator 20.2 Open question with coded responses to: In what ways do you expect to/ have you put new knowledge and skills gained as a result of [commission/ UNBOXED] into practice? What has this enabled you to do/ achieve? Outcome Indicator 20.3 Qualitative insights as to the outcomes that have arisen from skills and experience gained as a result of UNBOXED Outcome Indicator 20.4 % of teachers who are likely or very likely to regularly use knowledge, materials and/or tools shared through [commission/UNBOXED]

		Outcome Indicator 20.5 % of teachers who have already used knowledge, materials and/or tools shared through [commission/UNBOXED]
Research Question(s)	MEDIUM TERM OUTCOME	Outcome Indicator 21.1
6. To what extent has UNBOXED generated global coverage, enhanced the UK and four nation's reputation abroad, and supported efforts to attract new inward business and investment opportunities in relation to the creative and STEAM sectors?	MT11 International profile and reputation of the UK and Four Nations' creativity and innovation is enhanced	Social media reporting
		Outcome Indicator 21.2 Rating of the UK's creativity: On a scale of 0-10 (where 0 is Not at all Creative and 10 is Extremely Creative), how creative do you think the UK is?
		Outcome Indicator 21.3 Rating of the UK's innovation: On a scale of 0-10 (where 0 is Not at all Creative and 10 is Extremely Creative), how innovative do you think the UK is?
		Outcome Indicator 21.4 Scale of impact of [commission/ UNBOXED] on perception of the creativity of the UK
		Outcome Indicator 21.5 Scale of impact of [commission/ UNBOXED] on perception of the innovation of the UK
Research Question(s)	LONG TERM IMPACT	Impact 22.1
1. To what extent has UNBOXED created shared experiences for all, brought people together and increased social cohesion across communities in the Four Nations of the UK?	LT1 Increased social cohesion amongst and between communities in the Four Nations of the UK <i>[Not measured as part of this evaluation due to timing of the evaluation]</i>	Longevity of MT1 measures
		Impact 22.2 % of respondents who agree that their local area is a place where people from different backgrounds get on well together
Research Question(s)	LONG TERM IMPACT	Impact 23.1
1. To what extent has UNBOXED created shared experiences for all, brought people together and increased social cohesion across communities in the Four Nations of the UK?	LT2 Increased civic pride <i>[Not measured as part of this evaluation due to timing of the evaluation]</i>	% of respondents who agree or strongly agree that they belong to their immediate neighbourhood
		Impact 23.2 % of respondents who are satisfied with their local area as a place to live
		Impact 23.3 Longevity of MT3 measures
Research Question(s)	LONG TERM IMPACT	Not measured at programme level
7. What are the broader impacts generated by UNBOXED for the Four Nations of the UK?	LT3 Boost to local economies <i>[Not measured as part of this evaluation due to timing of the evaluation]</i>	<i>[Not measured at the programme level]</i>
Research Question(s)	LONG TERM IMPACT	Impact 24.1
2. To what extent has UNBOXED played a role in contributing to people's happiness and wellbeing?	LT4 Increased happiness and wellbeing, including for young people <i>[Not measured as part of this evaluation due to timing of the evaluation]</i>	To what extent has taking part in [commission] contributed to your happiness?
		Impact 24.2 To what extent has taking part in [commission] contributed to your wellbeing?
		Impact 24.3 Happiness rating (Overall, how happy did you feel yesterday?)
		Impact 24.4 Life satisfaction rating (Overall, how satisfied are you with your life nowadays?)
		Impact 24.5 Worthwhile rating: Overall, to what extent do you feel that the things you do in your life are worthwhile?
		Impact 24.6 Anxiety rating: On a scale where 0 is "not at all anxious" and 10 is "completely anxious", overall, how anxious did you feel yesterday?
Research Question(s)	LONG TERM IMPACT	Impact 25.1
7. What are the broader impacts generated by UNBOXED for the Four Nations of the UK?	LT5 Change in behaviours and actions in relation to issues highlighted through UNBOXED, including in relation to environmental sustainability <i>[Not measured as part of this evaluation due to timing of the evaluation]</i>	% of respondents who have taken new actions/ changed behaviour in order to support or address the issues highlighted by UNBOXED as a result of [commission]
		Impact 25.2 Coded responses to "What actions/ behavioural change have you taken to support or address the issues highlighted by UNBOXED as a result of [commission]"
Research Question(s)	LONG TERM IMPACT	Impact 26.1
3. To what extent has UNBOXED increased the public's engagement in science, technology, engineering, arts and maths (STEAM)? 8. To what extent has UNBOXED increased engagement with creative content, inspired people's own creativity and impacted the public's perceptions of creativity - both as a force for positive change, and as integral to the advancement of STEAM?	LT6 Increased engagement in STEAM and creative activities / content – including participation, study and employment – in the Four Nations of the UK <i>[Not measured as part of this evaluation due to timing of the evaluation]</i>	Rating of those engaged's (Yr 9 and above) likelihood of following a career in STEAM: To what degree could you see yourself following a career involving science; technology; engineering; arts; maths.
		Impact 26.2 % of young people/students taking up science, technology, engineering, maths and arts and scale of influence that [commission/ UNBOXED] had on decision [Not to be measured within timescales for evaluation]
		Impact 26.3 Take up of STEM subjects at GCSE / A level
		Impact 26.4 Take up of STEM subjects at graduate level
		Impact 26.5 % of local population who have engaged with the arts in the last 12 months
		Impact 26.6 Current % of local population who have engaged with the arts 3 or more times in the last 12 months
		Impact 26.7 Current % of local population who have attended an arts event in the last 12 months
Research Question(s)	LONG TERM IMPACT	Impact 27.1
4. In what ways, and to what extent, has UNBOXED strengthened* the science, technology, engineering, arts and maths related sectors, including through learning and participation opportunities and through creating new partnerships and increasing collaboration across organisations, individuals and nations? (*In terms of investment, innovation, employment, skills.)	LT7 Progress towards sustainable economic growth of STEAM sectors <i>[Not measured as part of this evaluation due to timing of the evaluation]</i>	[To be measured through contributing factors]
Research Question(s)	LONG TERM IMPACT	
6. To what extent has UNBOXED generated global coverage, enhanced the UK and four nation's reputation abroad, and supported efforts to attract new inward business and investment opportunities in relation to the creative and STEAM sectors?	LT8 Supporting efforts to attract inward investment <i>[Not measured as part of this evaluation due to timing of the evaluation]</i>	Qualitative evidence and insights from domestic and international partner organisations (e.g. DIT, GREAT, FCDO, British Council) as to the role UNBOXED has had in supporting efforts to attract inward investment