

EVALUATION OF UNBOXED: CREATIVITY IN THE UK

Annex 6.2 - OUTPUT FRAMEWORK

OUTPUT 1	Output Indicator 1.1	Sub indicators	
Large scale engagement in events and activities incl. by young people and underserved communities	Number of activities, split by type of activity theme and and by accessibility provision	Number of activities	
	Output Indicator 1.2	Sub indicators	
	Count of attendance and participation, split by type of attendee (spectator, peripheral spectator, participant), and type of activity	Count of attendance (total live attendance + total non-live engagement)	Count of participation (Total physical participation + total digital participation)
		Output Indicator 1.3	Sub indicators
	Estimated unique attendance figures	NA	
	Output Indicator 1.4	Sub indicators	
	Audience profile (age, gender identity, ethnicity, location of residence, and disability)	Number of attendees disaggregated by: age gender ethnicity location disability	
		Output Indicator 1.5	Sub indicators
	Number of app downloads	Output Indicator 1.6	Sub indicators
	Number of digital viewers		
OUTPUT 2	Output Indicator 2.1	Sub indicators	
Expenditure at live events by attendees	Value of additional spend by local and visiting event spectators and participants		
OUTPUT 3	Output Indicator 3.1	Sub indicators	
Expenditure though delivery including in the STEAM / events sector	Total spend by each commission and UNBOXED, including: - Spend on employment (split by FTE, freelancer etc.) - Supplier spend	Total spend on employment by each commission Total spend on employment by UNBOXED	
		Disaggregated by: type of employment	
	Output Indicator 3.2		
Number of people employed by each commission and UNBOXED, split by type of employment (FTE, freelancer etc.)	Count of people employed by each commission Count of people employed by UNBOXED		
	Disaggregated by: type of employment		
OUTPUT 4	Output Indicator 4.1	Sub indicators	
Engagement with creative content with themes including: -STEAM -Community, diversity and place - Environmental sustainability	- Count of attendance and participation, split by type of attendee, and type of activity	Count of attendees (total live attendance + total non-live engagement)	
		Count of participation (Total physical participation + total digital participation)	
	- Audience profile (age, gender identity, ethnicity, location of residence, and disability)	Count of attendees disaggregated by: age gender ethnicity location disability	
OUTPUT 5	Output Indicator 5.1	Sub indicators	
Showcase of innovative uses of technology	Case study examples of innovative uses of technology being used to showcase creativity by commissions in each of the four nations		
OUTPUT 6	Output Indicator 6.1	Sub indicators	
Community (participant) involvement in co-creation/ co-production	Number of community participants and/or local community organisations involved in co-creation and co-production activities, split by activity and participant profile (age, gender identity, ethnicity, location of residence, and disability) (subset of O1 indicators)	Count of participation (Total physical participation + total digital participation) by activity type	
		Participant profiles disaggregated by: age gender ethnicity location disability	
OUTPUT 7	Output Indicator 7.1	Sub indicators	
Engagement with learning content	Number of schools engaged, split by type of school (primary, secondary)	Count of schools	
		disaggregated by: type of school	
	Output Indicator 7.2	Sub indicators	
	Number of teachers engaged, split by type of engagement (e.g. school workshop, CPD training, use of resources)	Count of teachers	
	Output Indicator 7.3	Sub indicators	
	Number of students engaged, split by type of engagement, and by profile	Count of students	
	Output Indicator 7.4	Sub indicators	
	Number of digital learning downloads, including number of downloads by unique users	Count of digital learning downloads	
	Output Indicator 7.5	Sub indicators	
Number of individuals engaged in community learning/training activity (outside of schools), split by type of activity	Count of people engaged in learning activities		
OUTPUT 8	Output Indicator 8.1	Sub indicators	
Creation of new partnerships across organisations, individuals and nations incl. in the STEAM sectors	Number of project team partners, split by organisations and individuals	Count of commission partners	
		Count of UNBOXED partners	
	Output Indicator 8.2	Sub indicators	
Number of non-team partners, split by organisations and individuals			
OUTPUT 9	Output Indicator 9.1	Sub indicators	

	International reach of UNBOXED content through UNBOXED partners, including: - Number of countries reached via partners, e.g. British Council, FCDO - Number of individuals/organisations reached via partners, e.g. British Council, SXSW, DIT, FCDO.	
	Output Indicator 9.2	Sub indicators
Engagement with UNBOXED content through domestic and international partners	International engagement with UNBOXED through participation in UNBOXED partner programmes including: - Number of delegations hosted - Number of individuals participating in delegations split by country of residence - Number of digital residencies delivered - Number of individuals participating in digital residencies and number of organisations represented	
OUTPUT 10	Output Indicator 10.1	Sub indicators
	Number of Facebook page fans	
	Output Indicator 10.2	Sub indicators
	Number of Twitter followers	
	Output Indicator 10.3	Sub indicators
	Number of Instagram followers	
	Output Indicator 10.4	Sub indicators
Media coverage (including social media) of events	Number of LinkedIn followers	
OUTPUT 11	Output Indicator 11.1	Sub indicators
% of respondents who are aware of UNBOXED	% of respondents who are aware of UNBOXED	