

Appendix A: Cambridge Live: Key performance indicators

Reference and Indicator		Method of collection <i>survey / box office etc.</i>	Timescale <i>annually /</i>
Outcome 1 Arts and Cultural Activity Builds Stronger Communities in Cambridge	1a. Number of community and resident groups taking part in Cambridge Live consultations	Information available within Cambridge Live	Quarterly
	1b. Number of community and residents groups taking part in Cambridge Live events	Information available within Cambridge Live	Quarterly
	1c. Number of community festivals and events provided	Information available within Cambridge Live	Quarterly
	1d. Audience reach by Lower Super Output Area. (LSOA) For ticketed events this is to be based on postcode data. For non-ticketed events audience survey data should be used	LSOA mapping and box office data	Quarterly
Outcome 2 Diversity and Equality are valued and recognised	2a. In addition to audience reach by LSOA, comparative audience reach for BAME and for disability measured by audience survey	Audience surveys (at events and ongoing email surveys via email software	Ongoing
	2b. % staff with up to date diversity and equality training	HR system	Annual data collection
	2c. % of programme designed to support diversity and equality	Internal information from programming teams	Quarterly
	2d. % events with identified opportunities for people on low incomes to attend	Internal information from marketing department and box office	Quarterly
	2e. % take up of opportunities for people on low incomes to attend	Internal information from marketing department and box office	Quarterly
Outcome 3 Cambridge is internationally recognised for the quality and diversity of its arts and cultural life	3a. An education and participation strategy is in place by autumn 2016	evidence of strategy	Quarterly progress report
	3b. An artist talent development strategy is in place by autumn 2016	evidence of strategy	Quarterly progress report