

General Information

Title: Cambridgeshire Culture Card (parts 1 to 3)

Non-Academic partner: Cambridge City Council

Role/Sector: Local Authority

Location: Cambridge City Council, Mandela House, 4 Regent Street, Cambridge CB2 1BY

Duration: 2 months per part or 6 months for all 3 parts

Start date: Preferably Autumn 2017 but negotiable

Full or Part time: Preferably full time but with some flexibility

Who are you going to work with

Cambridge City Council is a district council in the county of Cambridgeshire, based in the city of Cambridge. The council provides various facilities and services within the city. These include parks and open spaces, waste collection, council housing, local planning and community services. As a local authority it funds its activities through a combination of money from Central Government, Council Tax, parking fines, charges from services like sports centres and through sale of housing stock.

As part of the Culture and Community team, our specific role within the City Council is to support and enable arts and cultural activity across Cambridge, for the benefit of the whole city and all its residents.

The Cambridgeshire Culture Card scheme is a new, ambitious project initiated by the My Cambridge Local Cultural Education Partnership. The project is in its feasibility phase and proposes to gather, link and share cultural engagement data on a hitherto unprecedented scale; by collecting data on the cultural behaviour and preferences of children and young people on a population level, exploring the relationship of this data with other existing datasets, and by measuring the effect of engagement upon a range of research areas including educational attainment, library use, low-income status, health and wellbeing, ethnicity and diversity; as well as non-cognitive outcomes and skill development.

The data will be used to measure against a number of potential research areas, for example:

- 1 Impact of Cultural Engagement on **Academic and Educational Outcomes**
- 2 Impact of Cultural Engagement on **Non-Academic Outcomes**
- 3 Impact of Cultural Engagement on **Education, Training and Employment Outcomes** (Post 16)
- 4 Impact of **Incentivisation, Gamification and Rewards** on Cultural Engagement
- 5 Impact of **Communication and 'Discovery' of Cultural Offer** on Engagement

A draft data architecture blueprint illustrates how we intend to integrate the proposed Culture Card (representing new and previously unrecorded data); with existing datasets and some key information fields that the Culture Card data could map against. This includes a range of data held locally by Cambridgeshire County Council: Capita One, which holds educational attainment and a range of other information; Spydus, that captures library related data, Cambridgeshire Insight that contains IMD data; and Smart Cambridge, a data hub of live environmental and transport information developed in partnership with the University of Cambridge. The scheme also proposes to link to cultural data held by the DCMS and The Audience Agency to allow a comparison of local operational

data with the national statistic. The system we would like to develop for Cambridgeshire will be highly replicable, using technologies and linking to data assets already in place across the country.

How do you expect to spend your day

As part of the feasibility phase, we have established a Research and Innovation Sub-Group (in addition to the core project steering group), to explore and help identify the range of research outcomes that can help us to establish the effects of cultural engagement upon children and young people. The scheme is intended to be longitudinal, and aims to capture the majority of engagement data in real-time using affordable technologies. It will be delivered using available technological solutions, and includes drawing upon the free universal access to the Cambridgeshire Libraries Library Card and mobile technologies; as potential ways to record and track a broad range of cultural activities using a variety of scanning devices. The library card has actively been in use by over 34,000 young people aged 19 and under within the last 12 months, and collectively there are 94,500 library card holders within this age group. The project has the potential to represent a data set relating to cultural engagement on a scale larger than any other study of this kind.

Project 1

By liaising and through discussion with City Council, project partners and the Research and Innovation Sub-Group, to further develop the research outcomes of the project by:

- Research and develop associated areas of specific enquiry relating to the proposed research strands
- Researching potential question sets that could be issued through, and results collected by the scheme; that can measure non-cognitive skills development before, during and after an intervention
- Proposing improvements, modifications or additional data fields that would improve or strengthen any correlation between cultural engagement data and the project research outcomes
- Recommending any other research outcomes or areas that the Culture Card data could support in relation to cultural engagement, which is not currently included; eg social, economic, educational, cultural, societal, transport based etc
- Researching the development of an engagement 'scale', that takes into account the aggregate participation data, as opposed to the disaggregated data which could be broken down, for example according to different art forms
- To assess the potential of the scheme to deliver a working model for the quantitative and qualitative assessment of the effects of engagement in arts and culture, including strengths and weaknesses

Project 2

Using the technical feasibility work already carried out on the project, to liaise with data owners / partners to:

- Carry out any further data extraction and analysis required in relation to Capita One and Civica Spydus, including the planned integration of key fields from Spydus into One

- Assess the priority technical and functional requirements of the Cambridgeshire Culture Card data collection and communication needs
- Analysis of the proposed key systems and flow of data
- Assess and establish what platform or type of database is the most secure and appropriate for storing the aggregated data, to include data collected directly by the scheme, together with existing datasets that also contain personal and restricted data
- Identify any improvements, modifications or additional any additional operational requirements needed to achieve the best level of data accuracy, integrity and reliability
- Provide advice and input on data privacy, data sharing, and obtaining data consent by users of the scheme for research purposes
- Establish which elements of Cultuurnet's IT systems and infrastructure, hardware and software we can adopt / adapt to fit the needs of the Culture Card data collection and associated cultural 'what's on' website
- Creation of a detailed plan and timeline

Project 3

Ensure the research aspirations and outcome areas are fully compatible with the following:

- Proposed data collection technologies and systems
- Classification, aggregation and disaggregation of live engagement data
- Report generation and range of reports available for interrogating and analysing the data, for example by identifying the data fields or criteria required to test the relationship between different variables captured by, or linked to the scheme; and to ensure a high level of reliability to the findings
- To advise on the data parameters and how this impacts on the reliability and accuracy of the findings, for example the sample size of data required, the duration that the data should be captured for and if there are any data life-cycle implications
- Levels of permission/access and the anonymisation and de-identification of personal data
- Geographic footprints available as standard practice by other local and national research studies, for example by Lower Super Output Area, Ward, and Local Authority District level
- Provision of cohort analysis for specific interventions or groups, and the facility to identify other groups with similar characteristics that did not participate (eg removing the need the separate RCTs)
- Communication of the cultural offer and targeted incentives to different demographic groups anonymously identified through the scheme

The ideal intern's personality and qualifications

The ideal candidate/s would have a combination of skills and experience, covering both the technical aspects of data collection and architecture, with a sound knowledge of how this will support us to achieve our research outcomes.

Essential skills:

- Experience of research tool development
- A working knowledge of data architecture, data linking and different data collection methodologies

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- Experience of developing IT infrastructure that ensures the technical and system requirements fully support and align with the identified research outcomes / impact evaluation
- Ability to liaise with a range of identified stakeholders and data owners, both local and national
- Understanding of privacy impact assessments and data sharing agreements
- Excellent reporting and communication skills

Desirable skills:

- Knowledge of the cultural sector
- Experience of working within a local authority context
- Knowledge of IT systems, including Capita One and Civica Spydus
- An understanding of service transformation within a local authority context

What are the benefits of Interning at this project

The researcher would be contributing to a project that has the potential to influence cultural policy, and provide a ground breaking method of collecting and analysing cultural engagement data. The successful intern will have access to the following research and data resources:

- Access to data from the Capita One and Civica Spydus systems held at Cambridgeshire County Council (subject to data privacy protocols)
- Access to a computer and desk at Cambridge City Council and/or a project partner (home working is also possible if appropriate)
- Access to a range of research already carried out during the feasibility phase of the project, including: initial data extraction and mapping results carried out in relation to the Capita One and Civica Spydus systems, report detailing feasibility of linking existing data, outline of data infrastructure and implementation options, flow of data and information management considerations (including future proofing considerations)

Apply for this role

If you are interested in applying for this opportunity, please email the completed [application form](#) and a CV to esrcdtc@admin.cam.ac.uk.

Please note that all applications must be approved by the applicant's PhD supervisor. The application deadline is **September 20 2017**. Results will be announced early October 2017.