Summary of CultureCase themes identified at Stakeholder Workshop December 2013

Theme	Research Questions/Subthemes
Developing new audiences (local, national, international)	Can art forms share audiences… and if so how? How do community partnerships add value to both the artists and the community? Do audiences behave according to geographical differences? What do we know about the audiences at festivals and free events? What do we know about audiences who only engage digitally? What are the attitudes and behaviours in regards to culture of a generation that demands to participate? What is the impact on the culture of a future audience base that demands to participate? How is the value of culture affected by the venue or the format in which it is shown?
Philanthropy/Fundraising	What motivates high net worth individuals to give? What motivates corporates to give? What makes for an 'investible' cultural organisation? What can culture learn from other sectors? What can culture claim in terms of SROI and other non-financial metrics? What research is there on 'value-fit' between corporates and cultural organisations?
Consumer behaviour	How does competition between venues affect money generation? How has the consumption of culture changed over the last 30 years and how is it different today? Is wealth/income really a barrier to engagement? What is competing for the cultural pound?

	Is there a finite demand for particular forms of culture or can demand be generated? How can the social impacts of the arts be economically valued? Do only the privileged engage in art? How have people been able to value culture in non-monetised ways?
Models of community engagement	How perception of arts impacts on the attitudes, behaviour and relationships of individuals and communities, particularly looking at the long term? Where does culture sit in the ecology of what is already happening (art being but a small part in a wider complex system)? Space vs place... how does locating culture in somewhere like a shopping centre make a difference? How do we evidence impact of social cohesion? How does privatization of public space affect arts engagement? And does online replace that? What exactly are the factors when arts have affected social change? How can culture be engineered to spur on social change? What are the unintended outcomes of community-based cultural practice? What are the dynamics of secondary contact with culture... being mediated through a friend or relative who actually experienced it?
Understanding live and digital engagement	What are the unique aspects of live or digital? How do the two interact? What is the social media journey (both in terms of behaviour and reaching new audiences? What are the effects of recommendations? How can the environmental benefits/impacts be measured? Is digital really more accessible? What do we know about the value of original versus reruns or reproductions?

	How can the lifecycle of devices be managed? How has mobile changed behaviour (eating, talking, tweeting, texting) and what are the consequences of this? How does engagement in non-traditional spaces affect experience? What are the impacts of cutting edge technology like Google Glass or immersive virtual reality?
Partnerships and collaboration	What models of collaboration actually work? How important is the alignment of vocabulary, culture and values? What do we know about best practice on intellectual property arising from collaboration?
Organisational change	How can organisations best move to trust status? How do organisations cope with change and shocks? How can diversity or audiences be embedded (even at top levels)?
Agreed: Impacts	Economic Education Health & Wellbeing Environmental International Intrinsic Social Impacts Neighbourhood