



Ruthless Research

Final report:

Evaluation of the Art in Action campaign

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About Ruthless Research

Ruthless Research is an Edinburgh-based independent research consultancy, through which Ruth Stevenson provides a range of qualitative and quantitative research solutions to organisations who work for the benefit of the community.

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The context for this evaluation

Background

Art in Action was a campaign from Scottish Contemporary Art Network (SCAN) which championed the valuable role visual art plays within communities across Scotland and called for stronger recognition of this value when it comes to national decision-making. Over the 2019 summer recess MSPs were invited to participate in visits with local artists or arts organisations to see for themselves the positive impact of visual art in their constituencies. They were then encouraged to share their experience via social media using #ArtInAction and to make a public commitment to support artists and art in their communities.

The key messages of Art in Action were:

- 1) Art is an essential part of our lives.
- 2) Art is a catalyst for a richer society.
- 3) Art should be at the heart of decision making.

The aims of the Art in Action campaign were:

- 1) To promote the innovative work of Scotland's arts organisations to policy-makers, local and national government and funders.
- 2) To help policy makers, politicians and the public better understand what contemporary art is, how artists work and the value of that work for their constituencies.
- 3) To inspire confidence and ambition with Scotland's arts institutions and workers ensuring the continued delivery of inspiring arts projects.
- 4) To secure a public statement of commitment from all MSP's to 'support artists in their communities'.
- 5) To ultimately stem the continued reduction of financial support of the visual arts in Scotland.

Methodology

Independent researcher Ruth Stevenson of Ruthless Research was commissioned to evaluate the Art in Action campaign. The methodology for the evaluation comprised collecting and/or collating data from the following sources:

- A web survey completed by 70 campaign stakeholders (60 arts sector participants, 7x MSPs and 3x other stakeholders) during October 2019;
- Telephone depth interviews with six campaign participants: 2x MSPs and 4x arts sector participants;
- Brief evaluation of media reach.

All of the data from the various components of the evaluation was collated and analysed, and the findings are provided in the following report.

KEY FINDINGS

Evaluation of the Art in Action campaign model

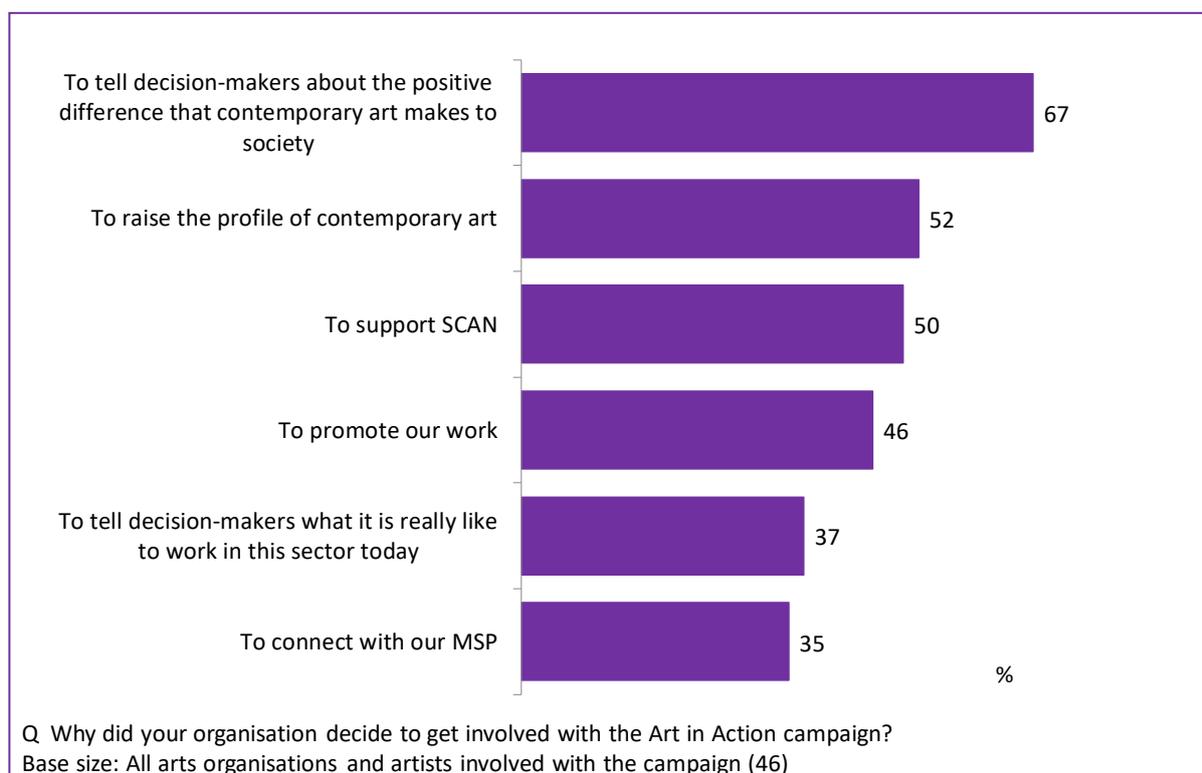
The following section evaluates the model used during the Art in Action campaign, summarising the process undertaken and how well this worked in practice.

Motivation to get involved

I knew SCAN were moving towards making more political change and getting the visual arts voice heard so Art in Action sounded great. It was always moving towards this, trying to make that policy change. (Arts org)

It felt like a good way forward to spread the word about things happening in the visual arts sector. A collective voice is a lot stronger than individual voices. It can filter up and MSPs can make the difference at that level. (Arts org)

The artists and arts organisations were asked what prompted them to get involved with the Art in Action campaign.



The artists and arts organisations most often got involved with the Art in Action campaign To tell decision-makers about the positive difference that contemporary art makes to society (76%), with other reasons including to raise the profile of contemporary art (52%) to support SCAN (50%) and to promote the work of their arts organisation (46%).

Setting up the MSP visits

We used the banner of Art in Action. We'd have liked to get in touch but we didn't have a good reason, so this allowed us to do something and it drew more attention to it. (Arts org)

When planning an MSP visit, 49% of the artists and arts organisations referred to the materials on the SCAN website, and 35% received help from SCAN in making the arrangements. Approaches taken to planning the MSP visits varied:

SCAN got in touch to see if I'd be up for meeting my local MSP. (Arts org)

We just did it from our end, we didn't need any support from SCAN. (Arts org)

Some of the arts organisation told us that appointments with MSPs needed to be booked months in advance, or that planned meetings had been postponed.

The assumption is we are too busy and people don't want to make our life more difficult, but actually in the absence of the invitations it is difficult to manufacture a chance to go along. So it is very helpful if they are proactive. (MSP)

It was also noted that substantial administration went into designing an enjoyable visit – agreeing plans with Trustees, filling the venue with relevant individuals, and making security arrangements. However, more than three quarters (77%) of the artists and arts organisations said that it was straightforward to make the arrangements for their MSP visit.

There are certain invitations that I accept with a heavy heart, and that wasn't one! (MSP)

During the MSP visits

In total, 25 visits were undertaken by 22 MSPs. The following MSPs made two visits each:

- Colin Smyth (MSP for South Scotland)
- Joan McAlpine (MSP for South Scotland)
- Patrick Harvie (MSP for Glasgow)

We asked the artists and arts organisations how long the MSP visits lasted.

Base: All artists and arts orgs that had a visit (18)	
	%
30 minutes or less	11
Between 30 minutes and an hour	67
More than an hour	22

The MSP visits most often lasted between half an hour and an hour (67%).

All but one of the visits involved the MSP meeting people in the space: artists, participants, audiences, staff members, volunteers, and members of the local community.

It really was art in action! (MSP)

The MSPs toured the facilities and in some cases the MSP participated in creative activities themselves, as part of the visit.

He gave time and space for people to speak, and he was listening and asking questions. It felt like he wasn't here to preach it was more about him learning. (Arts org)

The artists and arts organisations told us that the MSPs “chatted to everyone” and “showed an interest” and were “paying attention” to what people were saying.

Some of the artists and arts organisations told us that “getting the message across quickly and effectively was actually quite difficult” in the limited time available because “the conversation went off on tangents a little” and “it was more showcasing what we do so we didn't really go into discussion about the problems in the sector”.

However, overall the artists and arts organisations felt that the MSP visits were “really good” and “worthwhile”.

Of the artists and arts organisations that participated in a visit and responded to the survey, 94% told us that they enjoyed the visit, 100% told other people about the visit, 67% learned something new through the visit, and 28% made positive changes to their professional approach as a result of the visit.

The MSPs themselves also found the visits to be useful.

I was speaking to a number of people within the building, the participants and the artists, and seeing the space. I don't have a huge knowledge about contemporary art so it is interesting to see the people working in that field and seeing the good quality facilities that people can have. (MSP)

All of the MSPs that responded to the survey told us that they enjoyed the visit, that they told other people about the visit, that they learned something new through the visit, and 29% agreed that they made positive changes to their professional approach as a result of the visit.

Relationships following the MSP visits

In advance of the Art in Action campaign, only 22% of the artists or arts organisations had any previous contact or existing relationship with their MSP although 53% said they were familiar with them.

Base: All artists and arts organisations (60)	BEFORE %	AFTER %
Familiarity with local MSP	53	70

At the close of the campaign, levels of familiarity with local MSPs had grown from 53% to 70%.

Around a third (32%) of the artists or arts organisations went on to make further contact with their MSP following their visit.

This is a way in, and a way of trying to set up a relationship that is meaningful in the longer term. (Arts org)

I would go and see him again, definitely, there was contact enough to make me feel comfortable. (Artist)

In addition, seven artists or organisation had agreed in principle to work together with their MSP again, and two had already made firm plans to do so. The artists and arts organisation told us that they planned to invite their MSPs to future exhibitions, events and projects, and that they would like to undertake collaborative work around issues in the sector.

In addition, the MSPs told us that they would be prepared to:

- “Help publicise the gallery and exhibitions, offer to provide advice and support for funding applications, use as an example of art in the community in Parliament work.”

- “Help support future funding bids, involvement in future exhibitions and outreach activity.”
- “Writing letters of support for smaller funding streams.”
- “Keep up to date with events and issues.”
- “I am happy to help in any way I can as their MSP.”

Some artists and arts organisation, however, said that at this point they had no plans to continue the relationship as they did not have any ideas for ways to do this.

**We’d have to have a reason to get her back here.
And she’s been, so I don’t know what that might be. (Arts org)**

Actions taken at a national level

During the campaign period, Art in Action was mentioned in Parliament via three motions raised by MSPs.

In May 2019, Tom Arthur (MSP for Renfrewshire South) lodged the following motion with the Scottish Parliament:

That the Parliament welcomes the launch of the Art in Action campaign by the Scottish Contemporary Art Network as a means to celebrate and champion the positive role that art plays in everyone’s lives; notes that the network is a member-led group representing arts organisations and artists in Scotland; considers that culture and creativity are not an add-on but central to how people live, and encourages all MSPs to visit an artist or arts organisation in their constituencies over the summer recess period and share their experiences with others in their local community and beyond.

In September 2019, Claire Baker (MSP for Mid Scotland and Fife) lodged the following motion with the Scottish Parliament:

That the Parliament acknowledges the participation of 20 MSPs from all parties in the Art in Action campaign held by the Scottish Contemporary Art Network over the 2019 summer recess; congratulates the Art in Action campaign on demonstrating how valuable a role visual art plays within Scottish communities across a number of National Performance Framework outcomes, including health and wellbeing, international openness and an inclusive and sustainable economy, and notes the campaign’s call for a stronger recognition of this value when it comes to decision making.

In November 2019, Claire Baker (MSP for Mid Scotland and Fife) lodged the following motion with the Scottish Parliament:

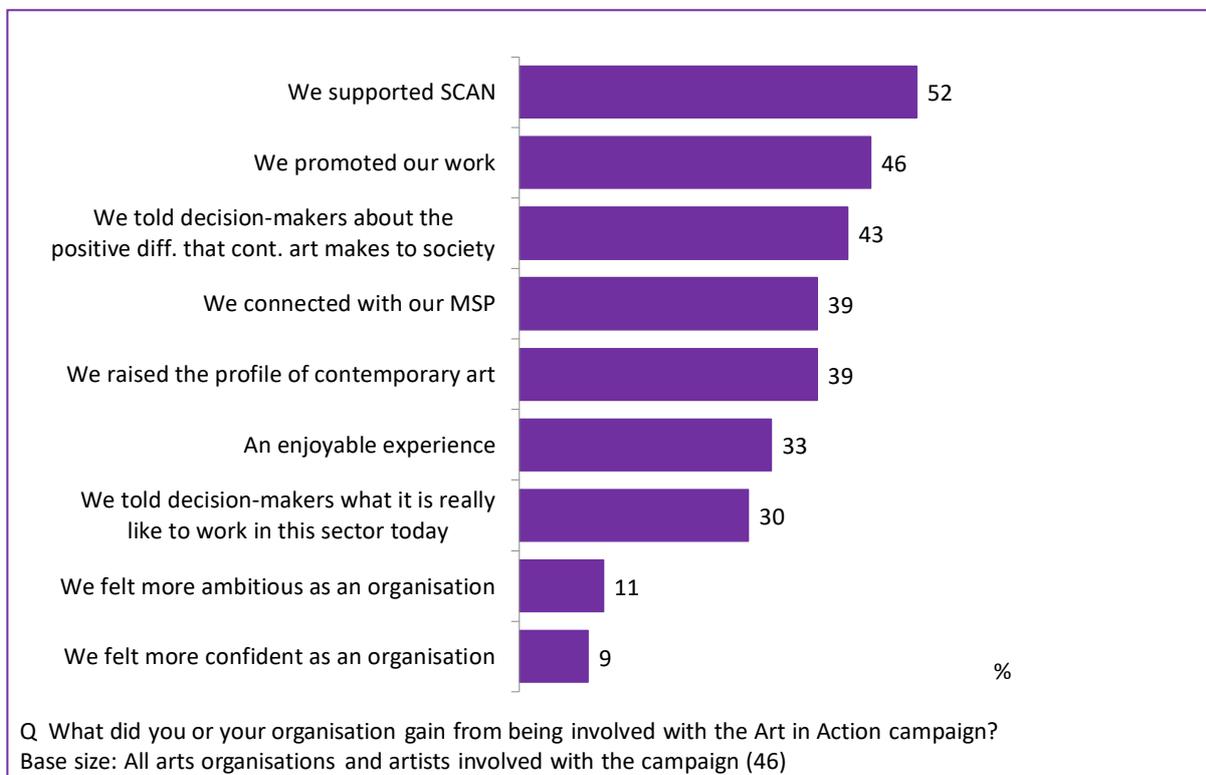
That the Parliament welcomes the Scottish Contemporary Art Network’s Art in Action campaign, which took place over the summer of 2019 and involved artists from the Mid Scotland and Fife region and across Scotland meeting with MSPs to champion

the role of visual art in communities; recognises the importance and contribution of art and artists to Scotland's society, culture and economy; notes that the SCAN Visual Arts Manifesto calls on policy makers to place culture at the heart of representative policy and decision-making and for longer-term public investment to support the creative and professional development of artists, workers and organisations, and recognises that the forthcoming Budget and the Culture Strategy offer an opportunity for debate about the nature of arts and cultural funding.

The third motion was ultimately debated in Parliament on 5th December 2019: a discussion led by Claire Baker lasting around half an hour.

Overall response to the campaign

The artists and arts organisations were asked what they gained from being involved with the Art in Action campaign.



The artists and art organisations most often said that they supported SCAN (52%), promoted their work (46%), and told decision-makers about the positive difference that contemporary art makes to society (43%).

At the close of the evaluation the stakeholders that we interviewed were positive about the Art in Action campaign, saying “I think it has gone well” and “it seems to have sparked interest” and “I can only say positive things”.

Evaluation of the Art in Action campaign progress

Progress against Aim 1: To promote the innovative work of Scotland’s arts organisations to policy-makers, local and national government and funders.

The intention of this aim was to raise the profile of the Scottish contemporary arts sector.



Overall, 86% of stakeholders agreed that “this campaign raised the profile of Scottish contemporary art”. The artists and arts organisations, and the MSPs, felt that the Art in Action campaign was a good way to “lobby” and “raise awareness” about issues in the Scottish contemporary arts sector, and to keep these issues “in the politicians’ minds”.

Art in Action’s aim to raise the profile of the Scottish contemporary arts sector was supported at the Parliamentary debate of 5th December:

The Scottish Government has indicated that its culture strategy is imminent, the Scottish budget is on the horizon and internal discussion will, no doubt, be taking place on priorities. The Culture, Tourism, Europe and External Affairs Committee is about to publish its report on arts funding. This is a good time to raise the profile of arts and culture.

As part of the survey, the MSPs were asked to tell us how familiar they were with contemporary art in Scotland.

Base: MSPs (7)		
	BEFORE %	AFTER %
Familiarity with contemporary art in Scotland	29	86

At the start of the campaign only 29% of the MSPs agreed that they were familiar with contemporary art in Scotland, however at the end of the campaign this figure had risen to 86%. Although the sample size is small, this indicates that the campaign did have a positive impact on raising the profile of the Scottish contemporary arts sector amongst governmental decision-makers.

Progress against Aim 2: To help policy makers, politicians and the public better understand what contemporary art is, how artists work and the value of that work for their constituencies.

The intention of this aim was to raise the profile of work being undertaken in the contemporary arts in constituencies around Scotland, and demonstrate the value of this.

Art in Action’s aim to raise the profile of work being undertaken in the contemporary arts in constituencies around Scotland was supported at the Parliamentary debate of 5th December:

One of the strengths of the Art in Action campaign is that as well as showcasing high-quality art, it has shown the myriad different contributions that art can make to local communities.

The artists and arts organisations, and the MSPs, felt that the Art in Action campaign visits had enabled discussions about the work going on “behind the scenes” in local contemporary arts organisations. It was hoped that “if enough people have been able to point the politicians to positive outcomes from the arts” this could result in “lots of small gains”.

It is all about the impact of MSPs doing the same thing across the country which will be of benefit to SCAN. (MSP)

Of those artists or arts organisations that hosted an MSP visit, 61% agreed that “we told decision-makers what it is really like to work in this sector today” and 83% agreed that “we told decision-makers about the positive difference that contemporary art makes to society”.

I always enjoy visiting local organisations. It is always good for me to meet local organisations so that was positive, that was interesting. (MSP)

What we got to show our MSP is how much we do in the space and remind her that in the area she represents there is a huge artistic community. (Arts org)

As part of the survey, the MSPs were asked to tell us how familiar they were with their local artists and arts organisations.

Base: MSPs (7)		
	BEFORE %	AFTER %
Familiarity with local artists and arts organisations	71	86

At the start of the campaign 71% of the MSPs agreed that they were familiar with their local artists and arts organisations, however at the end of the campaign this figure had risen to

86%. Again although the sample size is small, this indicates that the campaign did have a positive impact on raising the profile of the local artists and arts organisations amongst governmental decision-makers.

Of the seven MSPs that attended a visit and responded to the survey, 100% said that they “learned about the artist or arts organisation”, 43% said that they “learned what it is really like to work in this sector today” and 57% said that they “learned about the positive difference that contemporary art makes to society”.

Overall 86% of stakeholders agreed that “this campaign has shown decision-makers that contemporary art brings real value to our society”.

Again, this notion was supported at the Parliamentary debate of 5th December:

There are many building blocks to a better country, and one of those is culture. The Government’s national performance framework recognises culture and creativity as an outcome. A healthy cultural infrastructure has a role to play in achieving all the national performance framework outcomes. Culture and creativity are not an add-on; they are part and parcel of how we live our lives.

Progress against Aim 3: To inspire confidence and ambition with Scotland’s arts institutions and workers ensuring the continued delivery of inspiring arts projects.

The intention of this aim was to raise the profile, confidence and ambition of Scottish artists and arts organisations.

Of those artists or arts organisations that hosted an MSP visit, 17% agreed that “we felt more confident as an organisation” as a result of the visit and 22% agreed that “we felt more ambitious as an organisation” as a result of the visit – indicating that Art in Action inspired confidence and ambition within the sector to a certain degree.

The quality of the work being undertaken by Scottish artists and arts organisations was referenced multiple times during the Parliamentary debate of 5th December:

It has always been a pleasure to promote and highlight the excellence of Scottish culture, including the excellence of the art produced in Scotland. That excellence has been clearly highlighted through the Art in Action campaign.

Scotland boasts a contemporary art scene that is lauded around the world.

Of those artists or arts organisations that hosted an MSP visit, 78% agreed that “we promoted our work” and stakeholders told us that “the spotlight that the campaign brought to us was beneficial”. Overall, 90% of stakeholders agreed that “this campaign raised the profile of arts organisations” and this opportunity to showcase was considered positive:

We put the photos out on social media and got good feedback, likes and so on, people sharing it. Probably our thing over the whole year that got the most interest. That was really good for us promoting our profile. (Arts org)

It is also notable that one of the visits was made by First Minister Nicola Sturgeon, and this generated a lot of social media coverage.

Several artists and arts organisations were referenced by name during the Parliamentary debate of 5th December.

	Number of mentions
Named arts organisations	10
Named artists	6
Named sector support organisations	3

Again, this positive coverage and association with excellence is likely to have been encouraging for those referenced, and beyond.

Progress against Aim 4: To secure a public statement of commitment from all MSP's to 'support artists in their communities'.

The intention of this aim was to ensure that participating MSPs demonstrated their commitment to the campaign and to Scottish contemporary arts.



At the close of the campaign period, 46% of artists or arts organisations that had been visited by an MSP said that the MSP subsequently made a public commitment to support artists and art in their community. These public commitments were made via Twitter and MSP websites and blogs.

In addition, three motions relating to Art in Action were lodged with the Scottish Parliament.

	Number of MSPs supporting motion
Motion of May 2019	16
Motion of September 2019	18
Motion of November 2019	18

These motions were supported by a variety of MSPs, including MSPs that had and had not made a visit.

The content of the motions successfully demonstrate an understanding of the campaign and communicate the campaign message – thus raising further awareness of the campaign amongst decision-makers and ultimately calling for positive action to be taken.



The third motion was ultimately debated in Parliament on 5th December 2019, a discussion led by Claire Baker lasting around half an hour. Again this was debated by MSPs that had and had not made a visit.

The following table quantifies the number of MSPs interacting with the Art in Action campaign, and outlines the type of public statement that they made.

Measure	
Number of MSPs making a visit but not making any further public statement of commitment	12
Number of MSPs making a visit AND supporting a parliamentary motion	6
Number of MSPs making a visit AND making another public statement of commitment	0
Number of MSPs making a visit AND supporting a parliamentary motion AND debating that motion	2
Number of MSPs making a visit AND supporting a parliamentary motion AND making another public statement of commitment	1
Number of MSPs making a visit AND supporting a parliamentary motion AND debating that motion AND making another public statement of commitment	1
Number of MSPs supporting a parliamentary motion but not making a visit	17
Number of MSPs debating a parliamentary motion but not making a visit	2
Total number of MSPs supporting Art in Action	41
% of all MSPs	32%

In total 39 MSPs supported the Art in Action campaign in some way, which amounts to 32% of all MSPs.

The MSPs that interacted with the campaign in at least three different ways were:

- Claire Baker (MSP for Mid Scotland and Fife)
- Liam McArthur (MSP for Orkney Island)
- Stuart McMillan (MSP for Greenock and Inverclyde)
- Patrick Harvie (MSP for Glasgow)

Progress against Aim 5: To ultimately stem the continued reduction of financial support of the visual arts in Scotland.

The intention of this aim was for the campaign to have a positive financial impact on the Scottish contemporary arts sector.

Some constituents would say why fund the arts when we need housing and buses and people don't have enough for food. The arts sector has the challenge of what does it contribute. Yet I and a lot of my colleagues are convinced that we do need arts and culture as part of people's lives. But a bit of a debate goes on so it is helpful for us to have a better understanding of the kind of things being done. It increases our sympathy for the sector if we have contact with it. (MSP)

Support for this ultimate aim of the campaign was strong, as 100% of stakeholders agreed that "decision-makers should recognise the potential of contemporary art by investing in it".

At the close of the campaign, 74% of stakeholders agreed that "this campaign has encouraged decision-makers to think more strategically around supporting the contemporary art sector and 63% of stakeholders agreed that "this campaign will help the contemporary art sector to become more sustainable."

Where budgets are under pressure finding ways of creatively engaging MSPs is a good way of maximising the chances of increasing what you are getting, reducing the risk of further cuts. (MSP)

The aim for the campaign to have a positive financial impact on the Scottish contemporary arts sector was supported at the Parliamentary debate of 5th December:

I want to make the important point that we need to ensure that that great work is funded properly. The Scottish Government needs to fund our arts sector properly in order to fulfil the aims of the draft cultural strategy. A properly funded sector will be able to deliver excellent projects, while supporting fragile arts infrastructure and the livelihoods of artists at national and local levels.

Whether this support translates into funding remains to be seen.

Other impacts: Wider dissemination of the campaign messages

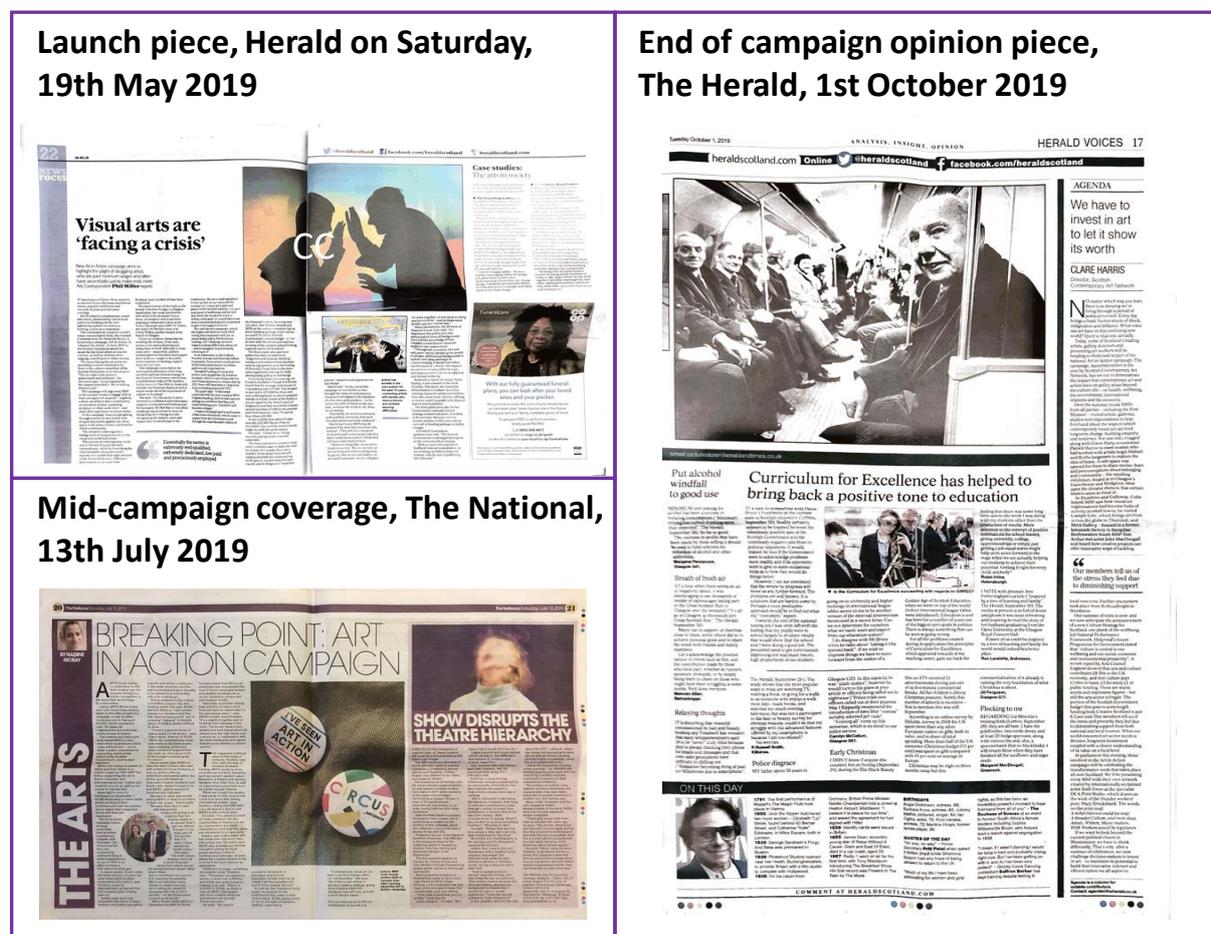
The Art in Action media campaign ran from the launch in May through to the autumn, with targets set to ensure a continued stream of coverage that raised the issues behind the campaign as well as the visits themselves. It kicked off with an extensive feature in The Herald on Saturday, launching the campaign and examining the issues affecting contemporary visual art in Scotland.

The media coverage spanned print and online, across mainstream and specialist media ensuring that a range of audiences were captured. Types of coverage included opinion pieces, large-scale features, news and picture stories across both national and local press.

Examples of online coverage included:

- [Arts Professional, 24th May – news piece on campaign launch](#)
- [EVOC, 24th May – guest blog from SCAN member organisation](#)
- [The National, 1st June – visits coverage](#)
- [Third Force News, 30th September – parliamentary event coverage](#)
- [The Courier, 30th September – parliamentary event coverage](#)
- [Scottish Art News, Autumn issue – parliamentary event coverage](#)

Examples of print coverage included:



At the close of the campaign period, 90% of stakeholders said that they were familiar with SCAN's Art in Action campaign.

During the Art in Action campaign period, a substantial amount of social media traffic was generated as compared to the same time period in the previous year.

Posts / Tweets	2018 (May to Dec)	2019 (May to Dec)	Change
Twitter	717	989	+272
Facebook	176	657	+481
Instagram	43	509	+466
LinkedIn	27	74	+47

The number of posts and Tweets made by SCAN on the various social media platforms was substantially higher during the campaign period compared to the previous equivalent period.

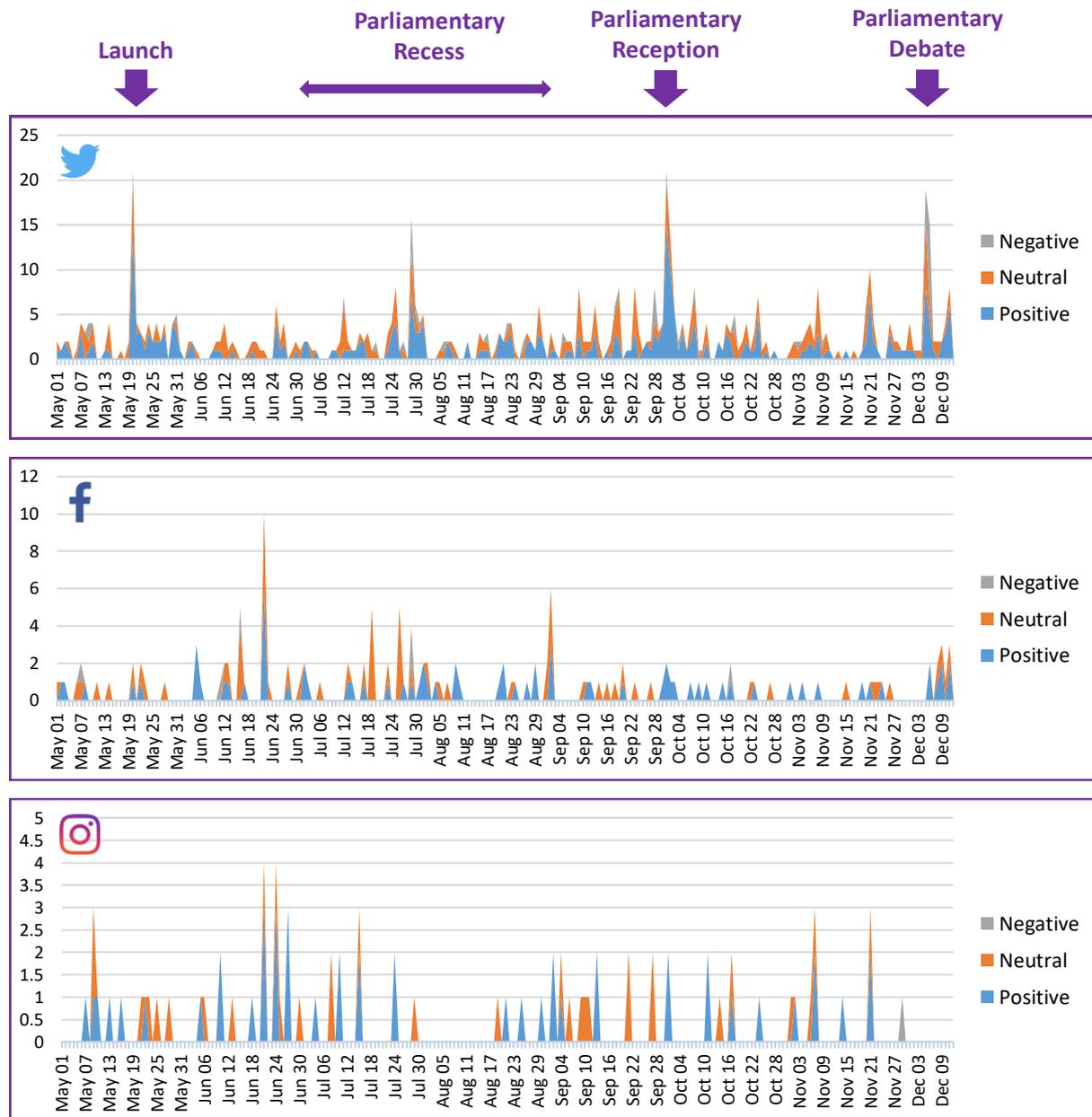
Engagements	2018 (May to Dec)	2019 (May to Dec)	Change
Twitter	3.8k	5.3k	+1.5k
Facebook	2.2k	5.7k	+3.5k
Instagram	1.9k	9.3k	+7.4k
LinkedIn	45	84	+39

These posts generated significantly more engagements on all social media platforms compared to the previous equivalent period – particularly on Instagram.

New followers / fans	2018 (May to Dec)	2019 (May to Dec)	Change
Twitter	533	537	+4
Facebook	201	478	+277
Instagram	406	1,717	+1,311
LinkedIn	26	29	+3

SCAN gained substantially more new followers on Facebook and Instagram during the campaign period compared to the previous equivalent period.

The following charts show inbound messages (comments, posts by others, DMs and private messages) by social media platform.



On Twitter in particular, interactions from members of the public spiked in conjunction with major campaign events.

During the campaign period 24 press and media mentions of the Art in Action campaign were documented, and these were analysed for content and tone.

100% of these articles were positive in tone, and the campaign scope and messages came across extremely strongly throughout:

Base: 24 articles		
Message	Measure	%
Correct attribution	Reference to 'Art in Action'	100
	Reference to SCAN or Scottish Contemporary Art Network	100
Understanding of Art in Action	Use of the word 'campaign'	96
	Reference to contemporary or visual arts	100
	Mention of a participating artist or arts organisation	92
	Mention of MSPs	92
Communication of campaign message	Content championing the value of the arts	96

Other impacts: Relationship with SCAN

The campaign also resulted in some positive impacts for SCAN itself.

Familiarity with SCAN		
	BEFORE %	AFTER %
Artists and arts organisations (60)	76	93
MSPs (7)	14	66

Through the campaign levels of familiarity with SCAN rose for both artists and arts organisations, and MSPs.

Of the artists and arts organisation that responded to the survey, 83% were currently members of SCAN. Following the campaign, three new members joined SCAN as a direct result of the Art in Action campaign, and two are considering joining SCAN as a direct result of the Art in Action campaign.

Next steps for Art in Action

At the point of reporting, the stakeholders were keen to consider how the momentum generated through Art in Action could be continued.

How do we sustain this awareness raising and lobbying? (Arts org)

Some of the arts organisations felt that it would be important to nurture ongoing relationships with the MSPs:

Maybe some of the MSPs are converted, maybe have a longer relationship with them, maybe have them back. Capture that energy of the individuals. (Arts org)

Don't just bring them in to see one thing when we do something every day. (Arts org)

One of the MSPs felt that this could work if levels of interest could be maintained.

There is the challenge that you need to keep reinventing it or colleagues might think they've done it and be less inclined to take up the offer. There may be tweaks to be made for novelty. (MSP)

One representative of an arts organisation suggested that a next step could be providing MSPs and other decision-makers with convincing evidence and statistics about the contemporary arts sector

The visits were about making MSPs aware of what is happening. But they look at facts and figures. So what is needed now is gathering information about who there is and how much they make and earn and work, how many people visit or come to classes. How many galleries open and close. (Arts org)

Those that were interviewed all suggested that SCAN continued to be well placed to continue with this kind of influencing work on behalf of the contemporary art sector.

It needs somebody to push it forward. Our organisations are all stretched and don't have the capacity. We're just getting through the day-to-day. It needs somebody to create the campaign and drive it. SCAN has a lot of people there that they support, but also that they can utilise. The likes of Creative Scotland are not doing it. So we need someone like SCAN to be telling them what it is like. (Arts org)

Summary and conclusions

At the close of the evaluation, those involved with the Art in Action campaign were satisfied with the progress and outcomes of the project.

Key achievements of the campaign were:

- Completing 25 visits by 22 MSPs.
- Inspiring three motions and one debate in the Scottish Parliament.
- Campaign-based action taken by 39 MSPs, which is 32% of all MSPs.
- Increased social media traffic and news coverage during the campaign period.

The process undertaken in arranging MSP visits to artists and arts organisations seems to have worked well, and receiving arts organisations have appreciated the varied support that SCAN offered in setting this up.

It was noted that making arrangements could take time and effort, and that it was challenging to ensure that ‘key points’ of the campaign were covered during visits whilst also attempting to make them enjoyable and informative in the short time that was available.

On balance however, this was ultimately considered to be worthwhile for the opportunity to influence at a national level and to generate positive media coverage for arts organisations and the campaign.

SCAN has made progress against all of the intended aims of Art in Action

	Campaign aim	Key performance indicator
1	To promote the innovative work of Scotland’s arts organisations to policy-makers, local and national government and funders.	86% of stakeholders agreed that “this campaign raised the profile of Scottish contemporary art”.
2	To help policy makers, politicians and the public better understand what contemporary art is, how artists work and the value of that work for their constituencies.	Of those artists or arts organisations that hosted an MSP visit, 61% agreed that “We told decision-makers what it is really like to work in this sector today” and 83% agreed that “we told decision-makers about the positive difference that contemporary art makes to society”.
3	To inspire confidence and ambition with Scotland’s arts institutions and workers ensuring the continued delivery of inspiring arts projects.	Of those artists or arts organisations that hosted an MSP visit, 17% agreed that “we felt more confident as an organisation” as a result of the visit and 22% agreed that “we felt more ambitious as an organisation”

4	To secure a public statement of commitment from all MSP's to 'support artists in their communities'.	In total 39 MSPs supported the Art in Action campaign in some way, which amounts to 32% of all MSPs.
5	To ultimately stem the continued reduction of financial support of the visual arts in Scotland.	74% of stakeholders agreed that "this campaign has encouraged decision-makers to think more strategically around supporting the contemporary art sector and 63% of stakeholders agreed that "this campaign will help the contemporary art sector to become more sustainable."

Although this has been a fairly small-scale campaign, to have directly engaged with 32% of all MSPs and to have prompted a Parliamentary debate is a considerable achievement and response from all has been positive.

That said, there is always more that could be done.

It is notable that Art in Action has focused on influencing MSPs thus far, and any impact on other decision-makers (policy makers, local government and funders) is likely to be incidental at this stage. That said, these decision-makers and the public will have had some exposure to the campaign via the positive coverage from social and other media. The ultimate difference that Art in Action has made may not be recognised immediately as decision-making takes time. It will be important that the inroads made be sustained and that efforts are taken to keep the contemporary art sector front of mind as Scotland deals with elections, Brexit and the varied day-to-day running of the country.

The artists and arts organisations and the MSPs that participated in Art in Action were all willing to participate and build these relationships, but it is Art in Action that gave them the impetus to do this. Given how busy both parties are, it is unlikely that any of this progress would have happened without the drive and encouragement of SCAN.

At the close of the campaign the various stakeholders felt that SCAN should be well placed to pursue this kind of influencing work further, and most were willing to continue to support this work – particularly if they were prompted and supported by SCAN to do so. It was suggested that connections could be maintained, but also that sustained lobbying of this nature would be needed and this could be enhanced with providing decision-makers with key statistics about the sector.