CITY OF WARSAW
CULTURE DEPARTMENT
Warsaw

6th largest EU city

2,000,000 inhabitants

9,000,000 tourists per year
Programme of Culture Development
Programme of Culture Development

democratic background

participatory mechanism
Programme of Culture Development

democratic background

participatory mechanism

expert teams
Programme of Culture Development

- democratic background
- participatory mechanism
- expert teams
- operations programmes
  - audience development
  - cultural education
  - artistic policy and development
  - institutional management
  - library network reform
59,000,000 €
culture budget in 2017
Budget

59,000,000 €

47% theatres

20% museums

14% other cultural institutions

9% other tasks

10% NGO
ADESTE workshops

60 trained cultural managers

achievements
ADESTE workshops

achievements

60 trained cultural managers

35 Warsaw cultural institutions
ADESTE workshops

achievements

60 trained cultural managers

35 Warsaw cultural institutions

new network Dance/Performance/Art
ADESTE workshops

achievements

60 trained cultural managers
35 Warsaw cultural institutions

Cultural initiatives:
- Kids Week, Culture booth

New network:
- Dance/Performance/Art
audience development

ADESTE
institutions
NGOs
cultural centres
audience development

ADESTE
institutions
NGOs
cultural centres
criteria in call for proposals
audience development

ADESTE
institutions
NGOs
cultural centres

criteria in call for proposals

criteria for evaluation of institutional strategies and activities
audience development

ADESTE
institutions
NGOs
cultural centres

criteria in call for proposals

criteria for evaluation of institutional strategies and activities

cultural education
theatre survey

conducted annually since 2015

on-line questionnaire filled in by all 18 theatres run by the City of Warsaw
Theatre survey

**Scope**

- Utilisation of theatre halls
- Events and plays staged
- Ticket prices
- Budget
- Numbers of attendees
- Promotional activities
- Actors and other staff
theatre survey

use of the results

- assessment of the performance of individual theatres
- informing decisions on filling theatre directors' posts
- shaping of theatre profiles (differentiation of the offer at the city level)
theatre survey

examples of results

mean attendance at theatre's own performances in 2016 - 89%
theater premieres in 2016 - 67

theater premieres in 2015 total - 75 with debuts - 19

theater premieres in 2015 based on contemporary foreign literature - 16
audience research

covers the audience of 30 cultural institutions based in Warsaw: theatres, museums, art galleries, orchestras and the ZOO
audience research

**Phase 1**

*Exploratory (qualitative):* 3 focus group interviews

**Phase 2**

*Main (quantitative):* 5,000 Tablet Assisted Personal Interviews with audience members, conducted in institutions just after participating in a cultural event
audience research

phase 1

reasons for participating in cultural events (identified in the exploratory stage of the research)

- self development (consider life without culture to be bland)
- feeling of obligation (e.g., to develop children's cultural competence)
- higher self-esteem
- better image among friends
- seeking experiences
- detachment from the everyday humdrum
- cultural life as social life
audience research

phase 2

scope

types of information source

socio-demographic structure of the audience

cultural practices of the audience

level of satisfaction with the cultural offer

reasons for participating in cultural events
Phase 2

Use of the results

by individual institutions:
- planning of activities
- audience development

by the City Hall:
- planning actions to increase
- the cultural participation
- of Warsaw residents
- shaping of the cultural policy

Instrumental for Warsaw’s residents cultural practices
research planned for 2017
(segmentation)
research on cultural participation of Warsaw inhabitants

topics:
attitudinal and behavioral segmentation
identifying barriers to participation
research on cultural participation of Warsaw inhabitants

goal:
providing information for audience development
research on cultural participation of Warsaw inhabitants

methodology:
representative sample of 9,000 inhabitants
method: Computer-Assisted Personal Interviewing
research on cultural participation of Warsaw inhabitants

stages:

conceptualization based on:
  desk research (results of former studies)
  focus group interview with intended users from cultural institutions

constructing a questionnaire

fieldwork

data analysis and reporting the results
evaluation of cyclic cultural festivals organised by NGOs
with financial support of THE CITY OF WARSAW (planned for 2018-2019)

challenges

to convince NGOs that the evaluation will be useful mostly for them

to obtain objective results, not success-stories
evaluation of cyclic cultural festivals organised by NGOs

with financial support of THE CITY OF WARSAW (planned for 2018-2019)

how we try to respond to them:

NGOs obliged to report improvements implemented on the basis of evaluation results

evaluation conducted according to the guidelines prepared by the Culture Department, but commissioned by NGOs
evaluation of cyclic cultural festivals organised by NGOs

with financial support of THE CITY OF WARSAW (planned for 2018-2019)

will it work?

we will report back to you in 2018
thank you
for your attention