



**HEREFORDSHIRE
A GREAT PLACE**

HEREFORDSHIRE'S A GREAT PLACE – DATA ACCELERATOR

We'd like to invite you to take part in an exciting accelerator programme has been designed to help arts and culture organisations get to grips with using data more effectively. Our team will work with up to 10 organisations to help them become more skilled at accessing, interpreting and using data.

The data accelerator will involve a number of free workshops, training sessions and mentoring over a five-month period. It will be a supportive, collaborative programme in which participants will be actively encouraged to ask questions, experiment and reflect.

The insights and learnings from the Accelerator Programme will be captured and shared with any organisations unable to take part.

WHO IS IT FOR?

- Arts, culture or heritage organisations based in Herefordshire
- Any size of organisation
- Beginner to intermediate experience level, i.e. may already be working with data in one or more area, or may be complete data novices
- Volunteers or paid staff, anyone from the frontline to the Board

WHAT WILL YOU GAIN?

- A radical acceleration in your data skills, directly relevant to your work
- Reference materials to take away and share with your organisation
- Build connections with other people working in the arts, culture and heritage across Herefordshire

HELP YOUR ORGANISATION BE FASTER, SMARTER AND MORE EFFICIENT



HOW DOES IT WORK?

Two workshops to open and close the programme, facilitated by an experienced data professional.

Three training sessions on a data-related topic, for example data you may have about your customers, social media insights or survey data. At least one of these will be in person, with the other two potentially being provided by webinar (to minimise time out of office).

Supported reflective practice to help participating organisations to embed the learning within their own work environment.

Not only training...

You will be part of a group of people from different organisations who will become confident and skilled in using data to improve access to and delivery of arts, culture and heritage.

WHAT WILL YOU NEED TO BRING?

- Curiosity, energy, an open-mind
- Commitment to attending the workshops and participating in the training sessions and reflective practice
- The desire and ability to carry through what you learn into your workplace
- Commitment to track progress and share insights and learning

We anticipate that the programme will take about eight days of participant time over six months (from September 2019 to February 2020). The programme is free and we can pay reasonable travel expenses to attend any workshops.



WHAT KIND OF TRAINING WILL THE PROGRAMME OFFER?



Topics for the free training sessions will be decided in collaboration with the participating organisations but topics could include:

- GDPR
- Social media and digital marketing data
- Customer Database Management and CRM platforms
- Ticketing data
- Open and 'elsewhere' data

TIMELINE & KEY DATES:

End August - mid-September: Recruitment to programme

26 September: Opening workshop

October - January: Training and support

February: Closing workshop

March: Final programme report

NEXT STEPS:

If you're interested in finding out more or would like to register your interest, please contact:

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ABOUT GREAT PLACE

Herefordshire's A Great Place is a programme, jointly funded by Arts Council England (ACE) and National Lottery Heritage Fund, which pilots new approaches that enable cultural and community groups to work more closely together and to place heritage at the heart of communities. There are different strands to the programme and one relates to helping cultural and heritage organisations to access and use data more effectively, ultimately helping them to become more resilient.

Find out more at <https://www.the-shire.co.uk/data-playbook>



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